



PRESS RELEASE
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Jewelry Information Center Announces GEM Awards Date and New Venue *For the first time, the eighth annual gala moves to Gotham Hall in New York City*

New York, NY – Jewelry Information Center (JIC), the consumer public relations and marketing arm of Jewelers of America, is excited to announce that its eighth annual GEM Awards gala will be held on Friday, January 8, 2010 at a new venue, Gotham Hall. As in years past, GEM Awards kicks off one of the most celebratory weekends in the fine jewelry and watch industry, as it precedes the exclusive Twenty-Four Karat Club dinner taking place on Saturday.

“After seven spectacular years at Cipriani 42nd Street, we felt this was the year to reinvent our gala by selecting a new space to hold the party and awards ceremony,” says Martin Gatins, JIC GEM Awards Chairman. “This change signifies the first of many, as we modernize and repackage our event to make it more affordable, relevant and enjoyable for our guests.”

Now a well-established event and annual gathering of industry leaders and professionals, JIC’s GEM Awards recognizes the outstanding achievements of individuals and companies whose work raises the visibility and status of fine jewelry and watches. JIC will announce other new exciting details of the 2010 GEM Awards in the coming weeks.

Tickets and sponsorship packages are on sale now. For more information or to download a reservation form, please visit www.JIC.org.

About Jewelry Information Center:

Jewelry Information Center (JIC) provides public relations and marketing services on behalf of the fine jewelry and watch industry. Founded as a non-profit trade association in 1946, JIC is now the consumer public relations and marketing arm of Jewelers of America. Visit www.JIC.org.

About GEM Awards:

GEM Awards honors a combination of retailers, manufacturers and media who meet the stringent criteria to be leaders in their field. For more information about GEM Awards, please visit www.JIC.org.