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Love & Pride(TM) Same-Sex Wedding Rings Launched at Gay Marriage Event

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Loveandpride.com a New Online Destination for Lesbian & Gay Community NEW YORK, April 8 /PRNewswire/ -- A new chapter in the gay marriage story began last night in spectacular fashion with the launch of Love & Pride (<http://www.loveandpride.com>), the first major collection of designer wedding bands, engagement rings and other jewelry created especially for same-sex couples.

A Walk Down the Aisle, a special event at New York City's landmark Saint Bartholomew's Church, introduced the new collection in high style with a celebration of pioneering same-sex couples. Guests also witnessed the launch of an alliance between Love & Pride and Marriage Equality (<http://www.marriageequality.org>), a leading non-profit working to secure civil marriage rights for gays and lesbians. Love & Pride will donate 10% of total Love & Pride Collection sales to the all-volunteer organization.

Love & Pride is the brainchild of Udi Behr, one of today's most exciting and original jewelry designers. His work, sold at Saks, Fortunoff and Macy's, and worn by celebrities from Sharon Stone to Britney Spears, was a hit at the 2003 Oscars. The designer, who is straight, created Love & Pride to support the gay community in its struggle for equality in marriage.

"When I saw Mayor Gavin Newsom stand up for gay couples in San Francisco last year, I decided I had to do something too," Udi Behr said. "As a jewelry designer, the natural thing was to lend my support with a new jewelry collection."

Behr approached many leading jewelry retailers about launching his new collection-and was consistently turned down. So he and his backers created an exclusive, state-of-the-art website to market Love & Pride directly to the gay community. Loveandpride.com is not only a high-tech, high-style e-commerce site, it is also a place for gays and lesbians to celebrate their unions, share their stories, and get news and information on marriage, weddings, commitment and more.

Love & Pride is an international venture. Jewelry is manufactured in Italy, the website was built in Israel, customer service is based in Philadelphia, and the design and marketing are out of New York. With a total investment of approximately \$2.5 million to launch Love & Pride, there has never been a jewelry line created especially for the gay community of this scale and ambition.

SOURCE Love & Pride Communications -0- 04/08/2005 /CONTACT: James Miller, Love & Pride Communications Director, +1-201-886-8469, jim.miller@verizon.net; Kim Newman, Dentsu Communications Inc., +1-212-660-6799, knewman@dcinyc.com / Web site: <http://www.loveandpride.com> / CO: Love & Pride Communications ST: New York IN: FAS SU: PDT NPT BV -- NYF057 -- 5804 04/08/2005 09:58 EDT <http://www.prnewswire.com>