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Bacilio Mendez

1138 Roses for Rights

October 10, 2007

"Eleven-thirty-eight is the magic number when it comes to marriage equality," said designer **Udi Behr**, creator of the **1138** and **Love, Peace and Hope** Collections. "When you tell someone there are more than a thousand rights married couples receive that their lesbian and gay family and friends do not, it creates the kind of 'a-ha' moment that can change hearts and minds."

Today, in an effort to help change hearts and minds in Union Square, **Behr** had a wedding tent set up for a private, press viewing of his new collection, *Love, Peace and Hope*. The collection is comprised of engagement, wedding and anniversary rings for brides and grooms that wish to show support for their queer friends and family not afforded the same rights that opposite sex couples receive when legally married. There were also volunteers on hand to pass out to the public 1,138 roses at 11:38 AM that signified the 1,138 rights denied to same-sex couples wishing to marry.



Udi Behr speaks on the importance of marriage equality and reads a few testimonials from his customers.

Allies, such as Behr, are key in the fight for same-sex marriage rights.

"We have long recognized the importance of our allies as we work to achieve equality for LGBT people," said **Kevin Cathcart**, executive director of **Lambda Legal**. "The *Love, Peace and Hope* collection is a unique way for our allies to support our organizational mission and work toward a time when all committed couples will be equally celebrated and recognized under the law."



Behr presents a check in the amount of \$20,000 to **Kevin Cathcart**, executive director of **Lambda Legal**, during a ceremony held on October 10, 2007, at the **Luna Park Restaurant** in **Union Square**.



A ring from the new *Love, Peace and Hope Bridal Jewelry Collection* features a diamond and 1,138 inscribed inside the shank.



A few of the stunning facts about *Love, Peace and Hope* and LoveandPride.com:

10% of **Love and Pride** revenue is donated to non-profit organizations that support gay and lesbian equality, including **Lambda Legal**, the **Servicemembers Legal Defense Network (SLDN)**, and the **Matthew Shepard Foundation**.

All *Love, Peace and Hope* diamonds are guaranteed conflict-free according to the **Kimberly Process** Certification Scheme, certified by the **European Gemological Laboratory**, and come with a 60-day money back guarantee – the best no risk guarantee in the industry. Prices for *Love, Peace and Hope* diamond engagement rings start at \$1,138, a signature number for the company.

Love and Pride offers rings, watches, necklaces, bracelets and more for women and men in eye-catching designs for every budget, from \$30 to \$7,000, including the bestselling "**The L**

Word" and **"Queer as Folk"** collections inspired by the groundbreaking **SHOWTIME** original series.



Check out our [previous coverage](#) on **Love and Pride**.

To see more pictures from the event, check out the [1138 Roses for Rights Photo Gallery](#).

I will leave you with the inspiring words of Udi Behr:

"As a jewelry designer, I know that not all diamonds are created equal. As a husband and parent, I know that all love is. This collection is the love, peace and hope I wish on all our children and their families."

Posted by [Bacilio Mendez](#) on October 10, 2007 | [Comments \(1\)](#)

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In response to: 1138 Roses for Rights

Jennifer Heebner commented:

More inspiring remarks from yesterday:

* "Straight couples who marry in Love, Peace and Hope marry in the spirit of something bigger than them." David Trachtenberg, chief marketing officer, LoveandPride.com

* "Love, Peace and Hope is all about winning over ignorance." Kevin Cathcart, executive director, Lambda Legal