

National Jeweler Network
(www.national-jeweler.com)

dentsu communications inc

New York, NY
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Visitors/month: 42,483

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DIAMONDS

Roses giveaway to support same-sex bridal jewelry

New York—The "Love, Peace and Hope" bridal jewelry collection will launch on Oct. 10 as 1,138 roses are handed out at 11:38 a.m. at a wedding tent set up at Luna Park restaurant in New York City's Union Square.

The number of roses to be passed out symbolizes the number of federal rights and protections associated with marriage that are denied to same-sex couples. Among these are hospital visitation, Social Security benefits and immigration rates.

The new collection, (Lovepeaceandhope.com), is from Israeli jewelry designer Udi Behr. It features engagement, wedding and anniversary rings with the exclusive E-Quality diamond, and is designed for straight couples who support marriage rights for their gay friends and family members. Ten percent of every sale is donated to Lambda Legal, a national advocacy group working toward marriage equality.

A card will be attached to each rose listing one of the 1,138 rights. In addition, 1,138 roses will be arranged near Abraham Lincoln's statue in Union Square. Historically, the spot has been associated with civil rights actions.

In addition to Behr, Kevin Cathcart, executive director of Lambda Legal, will take part in the rose giveaway.