

New York, NY  
December 11, 2007  
Circulation: 88,183 visitors / month



**Give a Gift That Gives Back This Holiday Season: The Matthew Shepard Foundation Erase Hate Pendant From Love and Pride(TM)**

12-11-2007 08:15:00 AM

NEW YORK, NY -- (MARKET WIRE) -- 12/11/07 -- Featuring powerful words to live by, the Erase Hate Pendant (\$59), designed by Udi Behr for premier jewelry destination Love and Pride(TM), is a bold titanium circle that hangs on an adjustable leather cord. Radial lettering on one side of the titanium wheel reads: "Understanding, Compassion, Acceptance." On the reverse: "Erase Hate." 100% of the net proceeds from the Erase Hate Pendant go to education, outreach and advocacy programs for the Matthew Shepard Foundation. Dennis and Judy Shepard established the Foundation in memory of their son, Matthew, who was murdered in an anti-gay hate crime in Wyoming in 1998 ([www.matthewshepard.org](http://www.matthewshepard.org)).

Already popular in Hollywood, with stars such as Lily Tomlin, T.R. Knight, Cyndi Lauper and Judith Light sporting the design and promoting its values, the Erase Hate Pendant is an inspiring addition to the popular trend in chic Message Jewelry accessories, where the fashion "statement" truly enlightens and informs. The Erase Hate Pendant can be purchased exclusively via [www.loveandpride.com/ms](http://www.loveandpride.com/ms) and is available for delivery in December.

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