



JEWELERS FOR CHILDREN

A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

CHARITY GOLF TOURNAMENT TO BENEFIT CHILDREN

Samir Mehta of Paras/Amikam and Larry Gordon of LG Diamond/Shreeji Jewelry, have organized the first Jewelers on the Fairway golf tournament to be held Monday, July 23, 2007 at the Trump National Golf Club in Briarcliff Manor, New York. The tournament proceeds will benefit the Hope & Heroes Children's Cancer Fund at Columbia University Medical Center and the Jewelers for Children, the industry's charity.

Mehta and Gordon, both industry icons agreed to serve as co-chairs of the event as a way of reaching out to the local jewelry industry and the community. Gordon serves on the board of Hope and Heroes. The Tournament will kick-off with registration at 9:00 a.m., followed by a shotgun start at 11:30. The day will conclude with cocktails, an auction and dinner, starting at 5:00 p.m.

"It's an honor for us to serve as co-chairs of the Jewelers on the Fairway Tournament and provide support to two very deserving charities and to raise the visibility of both in the local area and among our colleagues." said Mehta and Gordon. "We look forward to a sell-out event that will set the foundation for the Tournament to become a summer mainstay."

The Tournament will set a new standard for charity events. Working together, Jewelers for Children and Hope & Heroes Children's Cancer Fund will host your most influential colleagues from some of the leading industry companies in the New York area. The tournament will be limited to the first 100 players to sign up, so don't miss out on this opportunity. All players in the 2007 event will be given first refusal on a place in the 2008 event. Join us in our efforts to help children.

Additional industry professionals assisting Mehta and Gordon include Jeffrey Adwar, Richard Roth and Kenny Ingwer.

The Hope & Heroes Children's Cancer Fund, an independent 501(c) (3) charity, provides philanthropic assistance to the Herbert Irving Child & Adolescent Oncology Center at Columbia University Medical Center. The Fund's mission is to support and expand existing programs and therapies at the Center, develop new initiatives, and enhance the research that is vital to continuing the fight against pediatric cancer. The Center is located at Morgan Stanley Children's Hospital of New York-Presbyterian, ranked the sixth best children's hospital in the United States—number one in New York City—by U.S. News and World Report.

As the industry's charity, Jewelers for Children (JFC) is generously supported by those who create and sell fine jewelry and watches, manufacturers, retail jewelers, trade associations, watch companies and those who provide professional services to the jewelry industry unite on behalf of children in need. Since 1999, nearly \$ 28 million has been invested in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect.

To register players, or join as a sponsor for the event, visit www.jewelersonthefairway.com.