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News Release
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David Craig Jewelers Announces “Pretty in Pink” Diamonds Contest

September 9, 2010, Newtown, PA — David Craig Jewelers, in partnership with the Natural Color Diamond Association (NCDIA), announced today the “Pretty in Pink Diamonds” contest. The contest, which will be facilitated through the David Craig Jewelers and the Natural Color Diamond Association’s FaceBook pages, will run this Fall and culminate with one lucky winner receiving a natural pink diamond butterfly necklace with a retail value of \$2000.00.

According to David Craig Rotenberg, Certified Gemologist Appraiser and Owner of David Craig Jewelers, the contest is open to anyone who has access to a computer. “Go to FaceBook and become a fan of the NCDIA, then become a fan of my store and leave a comment about the necklace, and voila! -- you’re entered,” he said.

Natural color diamonds are found in every shade imaginable and are considered “miracles of nature” because of the unique physical conditions necessary to form them, according to the NCDIA website. The diamonds occur so rarely that only one in 10,000 diamonds is a true natural color diamond. Mr. Rotenberg has a large selection of natural color diamonds at his store, and says their value is greater than the more common white diamonds.

A fixture in Bucks County for more than 30 years, David Craig is among the nation’s most highly qualified and credentialed diamond and jewelry experts. A Certified Gemologist and Certified Gemologist Appraiser, he operates a fully accredited state-of-the-art American Gem Society Gem Lab at his retail store and is among a select group of jewelers who comprise the Jewelers Vigilance Committee Appraisal Bar. Full contest details may be found at www.davidcraigjewelers.com.

For more information about the NCDIA, please visit www.ncdia.com.

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