



JEWELERS OF AMERICA

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Jewelers of America Members Receive Special Access to Diamond Council of America

Jewelers of America members can receive exclusive discounts from Diamond Council of America

New York, NY – Jewelers of America, the national trade association for businesses serving the fine jewelry retail marketplace, and the Diamond Council of America (DCA) have announced an education partnership, which will provide Jewelers of America members special access to DCA membership and education. The benefits of this new partnership include:

- Jewelers of America members, who are not currently DCA members, can participate in an exclusive DCA membership program. When they join DCA for one-year, they receive the cost of a second year of DCA membership (\$100) covered by Jewelers of America.
- Access to online courses from DCA, one of only two accredited schools in the jewelry industry, at a discounted price of \$90 per course (regularly \$115). The online courses teach sales associates how successfully sell diamonds or colored gemstones. *The discount is available to both Jewelers of America members who join through the membership program or are current members of DCA.*

“Part of Jewelers of America’s mission is to expand our members’ access to expert education services,” says Matthew A. Runci, Jewelers of America CEO & President. “This special partnership with DCA provides yet another education benefit to our members to improve their sales knowledge and increase customers’ confidence in their stores and the industry.”

“Diamond Council of America is pleased to offer membership and our training courses to Jewelers of America retail members who, like DCA members, represent some of the most professional retail jewelers in the industry,” says Terry Chandler, Diamond Council of America President.

Jewelers of America members interested in taking advantage of this special member benefit can visit www.jewelers.org and go to the “Discounts on Education” page under “Education.”

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About Jewelers of America:

Jewelers of America is the national trade association for businesses serving the fine jewelry retail marketplace. Jewelers of America's primary purpose is to improve consumer confidence in the jewelry industry by: serving as a forum for discussion and analysis of issues; playing a leadership role in public, government and industry affairs; advocating professionalism, including high ethical, social and environmental standards; and facilitating members' access to education. For more information about Jewelers of America, visit www.jewelers.org.

About Diamond Council of America:

The Diamond Council of America (DCA) is a non-profit organization committed to educating jewelry sales professionals about diamonds and gems. DCA provides the professional jeweler with an opportunity to earn a certification in diamonds and gemstones through distance education, and gives salespeople the knowledge and training necessary to make them successful. For more information, visit www.diamondcouncil.org. The Diamond Council of America is one of only two accredited schools in the jewelry industry. DCA is accredited by the Accrediting Commission of the Distance Education and Training Council in Washington, D.C.