

# PRESS RELEASE

THE TIMES  
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IDEX



NATIONAL  
Jeweler

ROUGH  
POLISHED

A promotional graphic for the Venus Jewel online challenge. It features a dark blue background with a starry pattern. At the top left, a red banner says "Special Invite". The main text reads "Are you Game?" with a question mark made of diamonds. Below this, it says "Come take the Venus Online CHALLENGE @ JCK LAS VEGAS Booth # B53017". There are three icons: "Watch" (play button), "View" (diamond), and "Win" (gift). A line of text states "For every challenge taken, we will donate the proceeds to" followed by the JFC logo and "JEWELERS FOR CHILDREN A GIFT OF LOVE FOR CHILDREN IN NEED". At the bottom, it says "Together we can make a difference and create Brilliance." and "VENUS JEWEL WORLD LEADERS IN SOLITAIRE". The website "www.venusjewel.com" is at the very bottom.



## Venus Jewel JCK Las Vegas Challenge Raises \$25,000 for JFC

Venus Jewel, one of India's leading diamond manufacturers will be partnering with Jewelers for Children (JFC) to raise awareness and funds for the charity during the forthcoming JCK, Las Vegas show.

Venus announced that, in order to communicate its website capabilities, it will be launching an "online challenge".

Explaining how this would translate into funds, Venus said that for every person who takes the Venus online challenge at Booth No. B53017, a donation will be made to JFC. Therefore, the more industry members that take the challenge, the more money will be raised for the charity.

"We are happy to support JFC's mission which is also something we hold close to our family values and corporate philosophy; to provide and support children, the real future of every country," said Rajesh Shah, Partner, Venus Jewel. "Though we are a global organisation, we wanted to do something locally in the United States which will have a very large impact for a very well worthy cause which we found in the JFC. Our family has focused on CSR activities in India and now, with this charity we are thrilled to be working with a group that really makes a difference in the US and internationally."

Commented David Rocha, JFC Executive Director: "We are honoured that Venus Jewel has chosen to partner with Jewelers for Children as they showcase their company and website capabilities to the U.S. retail market. Their focus on social responsibility and history of supporting causes, is clearly tied in with our mission and their support will help us reach even more children in the year ahead."