



PRESS RELEASE

FOR IMMEDIATE RELEASE

WDC Communications
wdc.communications@gmail

PROMINENT CIVIL RIGHTS LEADER TO JOIN WDC PANEL PRESENTATION AT JCK SHOW

NEW YORK: MAY 17, 2011 - The World Diamond Council is inviting participants at the JCK Show in Las Vegas to a panel presentation, during which a briefing will be provided on the efforts underway to resolve current challenges to the Kimberley Process. The event also will cover the implementation of the WDC's System of Warranties.

The panel presentation, which is entitled "Diamond Dialogue: The Challenges of a Robust Kimberly Process," will take place on Thursday, June 2, 1:30 P.M.-2:45 P.M., in the Tradewinds AB room at the Mandalay Bay Convention Center.

Among the panel members is Dr. Benjamin Chavis, a prominent leader in the American civil rights movement, who is today Co-President of the Governing Board of the Diamond Empowerment Fund as well as CEO and President of the Hip-Hop Summit Action Network. He will be joined by Eli Izhakoff, President and CEO of the World Diamond Council; Susan Jacques, President and CEO of Borsheims; Matt Runci, President and CEO of Jewelers of America and Chairman of the Board of the Responsible Jewelry Council; John Hall, General Manager External Affairs, Rio Tinto; Nadim Kara, Campaign Director, Natural Resources of Partnership Africa Canada; and Brad Brooks-Rubin, Conflict Diamond Negotiator at the U.S. State Department. The panel will be moderated by Cecilia Gardner, President and CEO of the Jewelers Vigilance Council and General Counsel of the World Diamond Council.

Registration for the event is not required and places will be available on a first come basis. Light refreshments will be served. For more information please contact JVC at (212) 997-2002.

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www.worlddiamondcouncil.com

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