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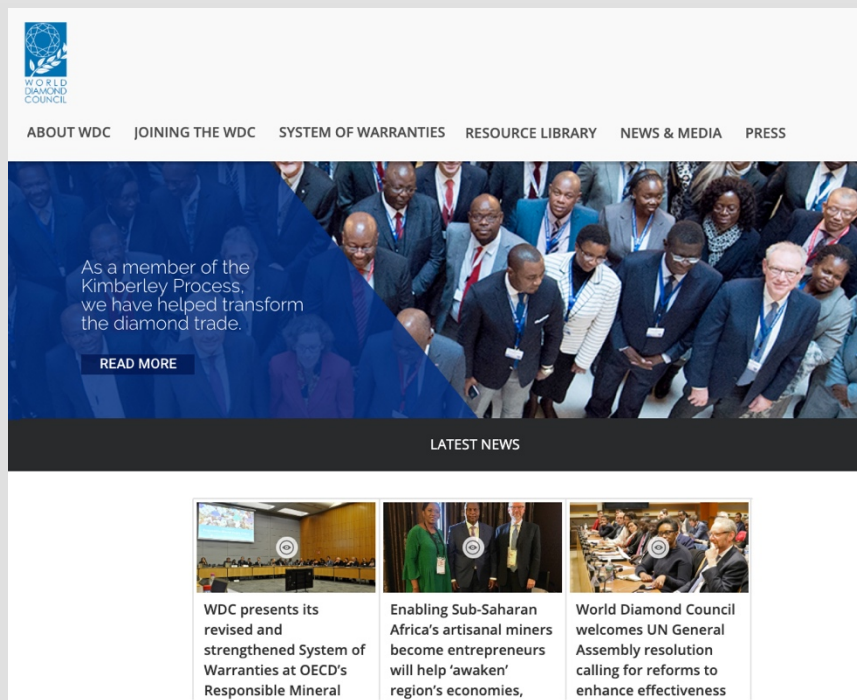
PRESS RELEASE

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## World Diamond Council launches new website, upgrades support and information provided online to its members and the industry



NEW YORK: MAY 31, 2019 – The World Diamond Council (WDC) has announced the launch of a newly designed website, upgrading the level of support provided both to its own members and the diamond and jewelry industries in general. It also reports on the organization's ongoing work within the Kimberley Process (KP), and its mission to protect the integrity of the diamond value chain. The new website is at the WDC's longtime Internet address, [www.worlddiamondcouncil.org](http://www.worlddiamondcouncil.org).

More reactive and news-oriented, the new website opens a window into the functioning and approach of the WDC, which for 19 years has represented the diamond and jewelry industries in the tripartite KP forum, alongside government and civil society, in the prevention and eradication of the trade in conflict diamonds.

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[www.worlddiamondcouncil.com](http://www.worlddiamondcouncil.com)

A key function of the new website is to support ongoing programs and projects being carried out by the WDC, including its Annual Meetings and participation in key KP events and programs. A newly added section focuses on the revised WDC System of Warranties, which was approved toward the end of 2018 and shortly will be augmented by online self-assessment tools.

The website also includes an extensive Resource Library, containing documents, reports and presentations relating to the WDC's own work, as well as that of the KP and other international bodies in the campaign against conflict diamonds.

A section of the new website is designed to assist industry members interested in joining the WDC complete the membership application process, supplying information about conditions of membership, and providing downloadable forms, declarations and other instructions.

"The WDC operates in a dynamic environment, and we wanted the new website to properly reflect this and the essential work that is being done on behalf of the industry and its stakeholders, often without them even realizing it," said David Bouffard, Chair of the WDC Communications Committee, which has overseen the project. "Functionality was also a key goal, particularly as we now prepare to expand the self-assessment aspect of the WDC System of Warranties."

#### **About the World Diamond Council**

The World Diamond Council (WDC) is an industry organization focused on preventing conflict diamonds from entering the global supply chain and on preserving the value attached to natural diamonds. Formed in 2000, it is the only organization where the diamond trade is represented in full, from producer to retailer, and includes the most influential commercial businesses, not-for-profit organizations, and individual companies in the industry today. The WDC is the voice of the international diamond industry in a tripartite collaboration with governments and civil society known as the Kimberley Process (KP). The KP secures and manages monitoring processes that have virtually eliminated the trade in conflict diamonds to ensure that the world's supply of diamonds is from sources free of conflict. Visit [www.worlddiamondcouncil.org](http://www.worlddiamondcouncil.org) to learn more.