



Friday, February 24, 2012

Dazzling Diamonds for Mom

Honor your Mom with a diamond
9th Annual Writing Contest

*Dazzling
Diamonds
for MOM™*

Dear Teachers,

It's time again for our annual *Dazzling Diamonds for Mom* writing contest. In an effort to honor Moms, David Douglas Diamonds & Jewelry will be giving away a 1/4 carat **genuine diamond**, valued at \$650, to **three** kids who tell us how winning this diamond would honor their moms. But, the winning doesn't stop there! We will also be awarding an **unlimited number** of **genuine gemstones** (valued from \$55 - \$75). Children often enter contests and wonder if anyone really wins. We want your students to see the value of their writing, so we commit to choose a winner (diamond or gemstone) from every classroom that participates. All entries are evaluated by contest judges; winners are selected based on thoughtfulness and creativity.

This contest is very near and dear to our hearts. In 1990, Doug Meadows, owner of David Douglas Diamonds & Jewelry, lost his mother to cancer. This contest is held to honor her as the students honor their mothers —to express their love and appreciation through writing. We offer this contest to students in grades first through sixth. Last year we had over 10,000 entries, and we look forward to your participation this year.

With your assistance, we have been able to generate excitement about writing and to honor the mothers of our community. **Entries must be received from your school by Friday, March 30, 2012.** Winners will be announced in late April 2012. Please explain to the kids that the prizes are loose gemstones; they do not include mountings. Mountings will be offered for parents at discount prices, but, as always, there is no obligation to purchase anything. All stones will be available for pickup at our Marietta location. If you have any questions, please contact me at 770-578-0598. Additional contest information can be obtained from our contest website at www.DazzlingDiamondsForMom.com.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Foster".

Jennifer Foster
Director of Communications

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