

PRESS RELEASE
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AGTA and WJA Partner Again for the AGTA Spectrum Awards™

Gem Diva Awards™ to Benefit WJA's Cindy Edelstein Memorial Fund

June 15, 2016, Dallas, TX - The American Gem Trade Association and the Women's Jewelry Association have joined forces for the fifth year to collaborate on the Gem DIVA Awards™ at the 2016 Summer AGTA Spectrum Awards™.

Women who enter the Spectrum Awards are automatically eligible for an additional Gem DIVA Award™ in four of AGTA's categories: Bridal, Business/Daywear, Classical and Evening Wear.

When filling out the AGTA Spectrum Award™ application, applicants simply enter one of those four Spectrum categories, then check the Gem DIVA box to be separately and additionally judged by a panel of WJA design experts.

As part of this exciting collaboration, AGTA has announced that a portion of each Gem DIVA Award™ entry fee will be donated to the WJA's Cindy Edelstein Memorial Fund. The fund, which will be part of the WJA Foundation, will be earmarked for educational opportunities within the jewelry design and education communities.

"Cindy was such an important influence in the jewelry design industry and especially for the Gem DIVA and AGTA Spectrum Awards™," said Douglas K. Hucker, AGTA CEO. "Cindy was part of the AGTA family, and we are honored to be able to recognize her accomplishments within our industry."

"We are thrilled to partner with AGTA on our Gem DIVA Awards™." stated Brandee Dallow, President of WJA. "Giving female designers the opportunity to showcase their design acumen within this prestigious competition is so meaningful to our organization. DIVA was also something that our dear friend and colleague Cindy Edelstein was so passionate about, and we look forward to carrying on a bit of her spirit and legacy in the continuation of this partnership."

The mail-in deadline for the AGTA Spectrum Awards™ is **June 17, 2016**. However, you may drop-off entries in New York on Tuesday, June 28, 2016 at Intercolor, USA, 48 W. 48th St., Ste. 800. Entry forms can be found at www.agta.org/awards.

For more information regarding the AGTA Spectrum Awards™ contact Megan Whitmire, AGTA Marketing Manager, at megan@agta.org. For more information regarding the WJA and the Cindy Edelstein Memorial Fund, please contact Bernadette Mack, WJA Executive Director at bernadette@womensjewelryassociation.com.

The AGTA Spectrum Awards™ is the world's premier colored gemstone and pearl jewelry design competition with categories in Evening Wear, Bridal Wear sponsored by The Knot, Business Day Wear, Classical Wear and Men's Wear. AGTA Spectrum Awards™ also feature the Platinum Honors™ sponsored by Platinum Guild International, and the Gem DIVA Awards™ sponsored by the Women's Jewelry Association. The AGTA Cutting Edge Awards™ honor loose colored gemstones in everything from Classic Gemstones to one-of-a-kind Carvings, Pairs and Suites to amazing Objects of Art. The competition is open to U.S. and Canadian designers and cutters.

The American Gem Trade Association is a not-for-profit Association serving the natural colored gemstone and cultured pearl industry since 1981. The AGTA serves the industry as "The Authority in Color" and has its headquarter office in Dallas, Texas.

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