



FOR IMMEDIATE RELEASE:

Celebrity Men Pick Park Lane Jewelry for Mom

Schaumburg, IL- Mar. 27, 2007 – While Jewels by Park Lane proudly participated in the “Ultimate Nominee Gift Bag & Celebrity Gifting Suite” in Hollywood Hills, California, during the 2007 Academy Awards by offering “Guilt Free Glam” jewelry to celebrities; some of those most interested in the jewelry collection turned out to be the male celebrities. From February 21st through the 23rd, in keeping with the “Green-Suite” eco-friendly theme, Park Lane’s collection of CZ (Cubic Zirconia) jewelry provided a sparkling yet “guilt-free” alternative to the controversial mining of diamonds, brought to light by the recent movie, Blood Diamonds. Park Lane’s guests included rap stars, rock stars, A-list actors, comedians, sports stars, movie producers, talk show hosts, and magazine editors. Actors seen on shows like ER, House, The O.C., Reno 911, Curb Your Enthusiasm, and Desperate Housewives eagerly sought out the stunning display of Park Lane jewelry.

Scott LeVin, Jewels by Park Lane CEO, and Tara LeVin, Jewels by Park Lane Director of Public Relations and Marketing, met with television and movie stars, producers, directors, editors and other attendees telling them the story of Park Lane’s background and presenting the sparkling jewelry collection. While the women were trying on and selecting their favorite looks, the male celebrity attendees had other factors to consider. With mom in mind, they carefully reviewed the dazzling jewelry items available wondering which look would appeal most to mom and would put a twinkle in her eye. These celebrity gentlemen, keenly aware that Mother’s Day is coming up soon, knew that jewelry from Jewels by Park Lane would make the perfect gift for mom.

The event was created to raise awareness and money for the Creative Coalition, which is the premier nonprofit, nonpartisan, social and political advocacy organization of the entertainment industry. The Coalition was founded in 1989 to educate and mobilize leaders in the arts community on issues of public importance. Prominent figures in the creative community, including Alec Baldwin, Ron Silver, Christopher Reeve, Susan Sarandon, Blair Brown and Stephen Collins were among the Creative Coalition's founders.

Jewels by Park Lane, chosen as a participant in this prestigious event, is a family-owned and operated direct sales company headquartered in Schaumburg, IL. Selling high-quality fashion jewelry since 1955, has made it one of the most admired and trusted direct sales companies in the industry. While known for the unconditional guarantee on its products and for its no product buy-in, Park Lane's independent sales consultants rank among the most highly respected in the industry.

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