



FOR IMMEDIATE RELEASE:

Schaumburg Company Celebrates Women in Sports

Schaumburg, IL- Oct. 19, 2006 - In an exclusive "Swag Suite," Schaumburg based, Jewels by Park Lane was selected to honor outstanding women athletes with gifts of glamour prior to the 27th Annual Salute to Women in Sports at the Waldorf Astoria Hotel in New York City on Oct. 15th. Jewels by Park Lane is a direct sales company which has been selling fashion jewelry via home parties for over 50 years.



Participants were treated to a complimentary fashion consultation by Jewels by Park Lane consultants and personally selected fashion jewelry items to wear to the awards dinner and to accent their personal wardrobes. Recipients, including athletes from all areas of the sports world, sampled from a wide array of the best-selling fashion jewelry pieces from Park Lane.

Sponsored by the Women's Sports Foundation, the Salute to Women in Sports honors the achievements of female athletes and those who have contributed to the landscape of women's sports. Each October, the Women's Sports Foundation gathers the most decorated female athletes together with celebrities from film and television to celebrate the achievements of women in sports and highlight the best individual and team performances of the year.

Event celebrants included nearly 100 women athletic champions, who were joined by over 1500 of their family members, friends, and supporters at the Awards dinner on Oct. 16, 2006. The awards ceremony began with a Grand March of Athletes serenaded by singer Sheryl Crow, nine-time Grammy Award winner. Awards presented included the announcement of the Sportswoman

of the Year, drag racer Melanie Troxel; Team Sportswomen of the Year, beach volleyball duo Kerri Walsh and Misty May-Treanor; The Wilma Rudolph Courage Award, wheelchair marathoner Jean Driscoll; The Billie Jean King Contribution Award, the late Dorothy G. Blaney; and four inductions into the International Women's Sports Hall of Fame.

Jewels by Park Lane, chosen as a participant in the 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.

Barbara Borchert
Sales and Marketing Manager
Jewels by Park Lane
100 East Commerce Drive
Schaumburg, IL 60173
Phone: 847/884-6599
Fax: 847/884-9998
barbara.borchert@jbpl.org
www.jewelsbyparklane.com

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