

FOR IMMEDIATE RELEASE

November 17, 2006

CONTACT: Ivy Jarvis, 623-930-3846
Reference Librarian

‘Tis the Season: Jewelry Buying 101

GLENDALE, Ariz. – Ah, jewelry. What woman would not like a little trinket in her stocking on Christmas morning—or for her birthday, anniversary, or any other special occasion? Actually, quite a few men appreciate the gleam that “bling” can bring, too.

To help the prospective purchaser of these very exceptional gifts, “The Do’s and Don’ts of Jewelry Buying” will be held at 7 p.m. on Tuesday, Dec. 5 in the Roadrunner Room of Foothills Branch Library, 19055 N. 57th Ave.

Scott Bohall, owner of Treasures Custom Jewelry in Glendale and President of the Arizona Jewelry Association, will discuss how consumers can get the most for their money. Bohall will cover how a savvy shopper can get bargains and, at the same time, avoid jewelry scams.

“Shoppers on cruise ships are a ‘captive’ audience and are lead to believe that they are getting a special deal with ‘duty free’ shopping,” says Bohall. “That is very misleading because there is no duty on loose stones.”

“A big trend in the jewelry business is consumers who are demanding proof that a gem is untreated,” adds Bohall. “Many gems are treated by radiation, lasers, filling fractures and other means. While most stores do not disclose such treatments on colored gems, the consumer has the right to know about them.”

Find out the right questions to ask the jeweler when looking for that perfect gift.

Bohall was also the first Arizona jeweler to be certified in the Kimberly Process, which helps eliminate the buying and selling of “conflict diamonds.” These are diamonds that are illegally traded to fund conflicts, often in the poorest parts of Africa. With the Kimberly Process, rough diamonds are sealed in a tamper-resistant container and have a forgery-resistant, conflict free certificate with a unique serial number. Today, more than 99 percent of rough diamonds are certified to be from conflict free sources.

The program is free. For more information, call 623-930-3846.

###

NEWS
Glendale, az

Only library
to receive the
Arizona Governor's
Arts Award

Award-winning
teen programs

Oldest library
in the Valley,
serving residents
since 1895

Glendale Public Library
Foothills Branch
19055 N. 57th Ave.
Glendale, AZ 85308
623-930-3830
www.glendaleaz.com/library