

## Find A Gem Of A Site Online

(NAPSA)—Discovering useful information about jewelry on the Web can be exciting—if you can rely on it. You have to ask yourself which site has the best information? Which is reliable? Who actually knows what they're talking about? Where can you find a jewelry professional you can trust?

Fortunately, the jewelry industry's largest trade organization for retail jewelers, Jewelers of America (JA) has reliable answers to such questions. JA, founded in 1906, has created a playground for jewelry lovers at [www.jewelers.org](http://www.jewelers.org).

This user-friendly site features a consumer-oriented "Jewelry Lovers" section, telling consumers what they should know about diamonds, karat gold jewelry, pearls, platinum, fine watches, birthstones, care and cleaning, choosing a professional jeweler, selecting real jewelry, bargains and discounts and sterling silver jewelry and gifts. The site takes much of the mystery out of shopping, providing relevant details and disclosure information.

Visitors to the site may also find a local JA jeweler, one of over 10,000 jewelry professionals across the U.S. These jewelers annually renew their commitment to professional behavior by signing a Code of Ethics.

"Our jewelers work hard to educate consumers and keep the public's trust," says JA President/CEO Matthew A. Runci. "Providing this information at no cost via the Internet is an excel-



**Something to smile about: Many of the more fascinating facets of jewelry buying can be seen online at one reliable site.**

lent example of how we help educate the public."

The site lists all members of the JA 100 Club, jewelry stores that have been in continuous operation for a century or more. Selection to the Club reflects a retailer's generations-long commitment to offering professional service to its community.

The site also includes a place for visitors to measure their Jewelry IQ by taking a short quiz and immediately getting the results. For those who are marriage-minded or just appreciate a custom-designed ring, there is a direct link to the Diamond Information Center's "Design Your Own Engagement Ring" site, at [www.adiamondisforever.com](http://www.adiamondisforever.com). After the design is completed, the consumer can find a local jeweler to create the ring.

Opening up the fascinating world of jewelry to many, [www.jewelers.org](http://www.jewelers.org) offers visitors a wealth of information at the click of a mouse.