



Jeweltree Foundation

Press Release

Acadamy Awards 2011 - Livia Firth shows her jewellery for the Oscar's, set with Jeweltree Certified diamonds from the Lihobong Women Miners Coöperative in Lesotho.



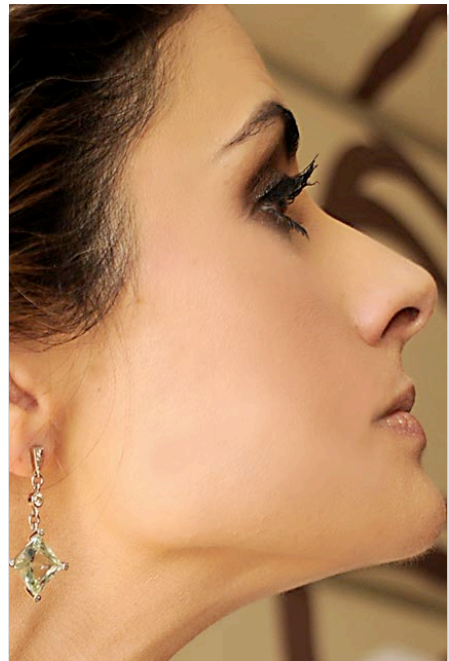
Photo with courtesy to Jason Olive and Vogue UK



The Jeweltree Foundation is delighted to announce that Livia Firth had her jewellery for the Oscars 2011 ceremony set with Jeweltree Certified champagne colored diamonds from the Liqhobong Women's mining coöperative in Lesotho.

Furthermore, the jewels are made with fair trade fair mined ecological gold from Oro Verde and sparkling aquamarine's from a community owned mine in Zambia. The smaller pavé set diamonds are from the Diavik mine in Canada.

As part of her Green Carpet Challenge, Livia shows one more time that fashion can be altogether desirable and guilt free with a delightful set designed and hand made by goldsmith Anna Loucah in collaboration with Jeweltree License Holders **CRED Jewellery** and **Open Source Minerals**.



Photo's with courtesy to Jason Olive and Vogue UK

Colin Firth, Livia's husband, was awarded best actor at this year's Academy Awards for his role as King George VI in the movie "The King's Speech".

Livia's decision to wear ecological jewellery that supports small scale mining is a fantastic statement at such an event and it is making a real and tangible difference for the producers in the developing countries.

Her jewellery will be auctioned at the end of March 2011 by Oxfam UK. All proceedings above costprice will go to Oxfam.



For more information contact the Jeweltree public relations manager Michel Beankens at: michel@jeweltreefoundation.org or phone: +32 (0)494 40.97.44 www.jeweltreefoundation.org