

## AGTA's BIG Message in the BIG Apple

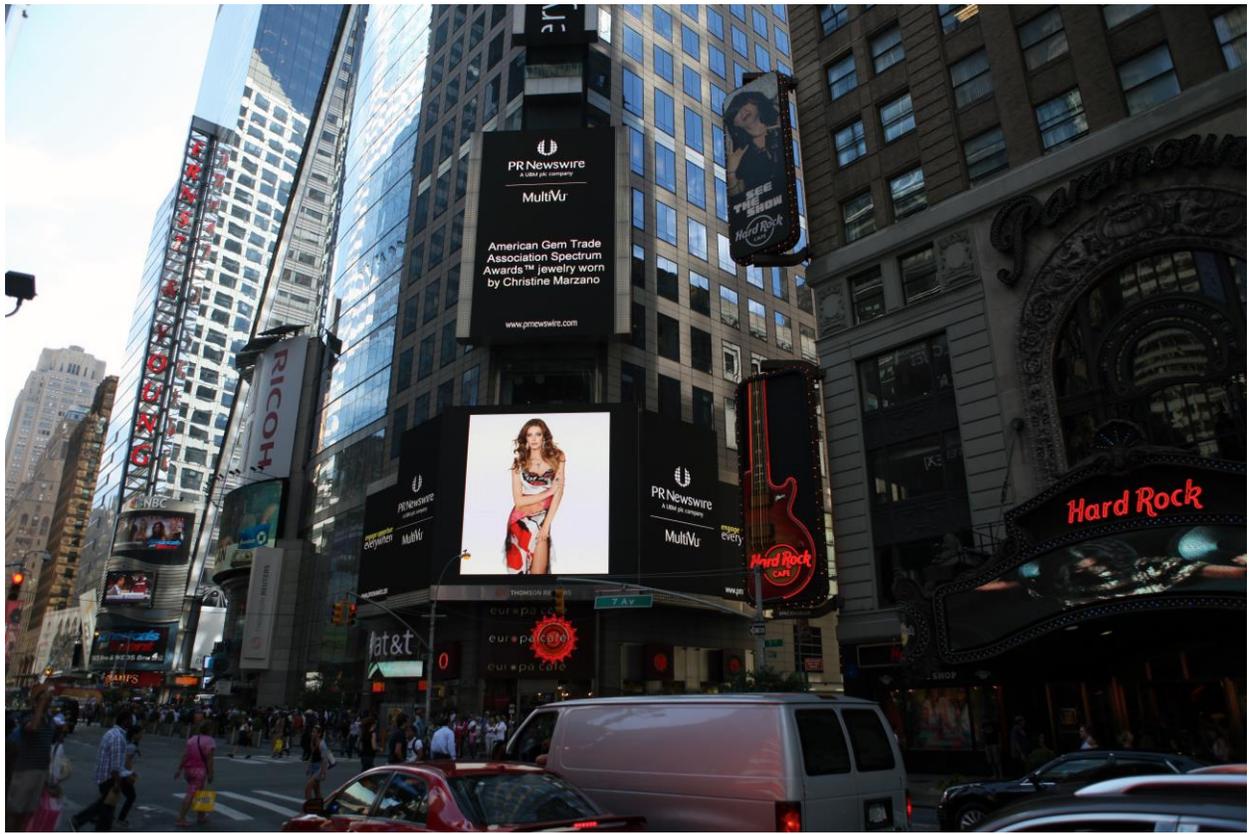
With the 2014 AGTA Spectrum Awards™ deadline quickly approaching, the American Gem Trade Association decided to send out a BIG message... and what's bigger than Times Square? The Reuters Sign at 43<sup>rd</sup> St. and 7<sup>th</sup> featured none other than *Paranoia* actress Christine Marzano wearing jewelry from the 2013 AGTA Spectrum Awards™! The caption that accompanies the image reads "American Gem Trade Association Spectrum Awards jewelry worn by Christine Marzano."

Earlier this month AGTA sent out an article to the press on Marzano's photo shoot experience with AGTA to coincide with the release of *Paranoia* ([click here to view the article](#)). Along with the article was an image from the photo shoot featuring jewelry by Baggins, Inc., Alishan, Cynthia Renee, Inc. and Frank Caballero. The photo shoot was styled by the amazing celebrity stylist Tod Hallman and photographed by the renowned Roger Erickson.

Along with 1,622 press placements around the world, the story also made the pages of *PRISM* and *ePrism* which reach a total of 32,000 people. Other photos of Marzano and AGTA Spectrum Awards™ jewelry rocked the covers of *The Retail Jeweler*, *INSTORE Magazine* and *Jewellery Business*.

"The AGTA Spectrum Awards™ continue to grow and this upcoming year will be no different," states AGTA CEO Douglas K. Hucker. "We have partnered with some amazing celebrities in our promotional efforts and I am excited to see what this year brings. The talent of the designers never ceases to amaze me and the amount of exposure that continues to build around them because of this event is unprecedented!"

The deadline for the 2014 AGTA Spectrum Awards™ is September 20<sup>th</sup>. For more information go to [www.agta.org/awards](http://www.agta.org/awards).



*AGTA Spectrum Awards™ image in Times Square*



2013 AGTA Spectrum Awards™ jewelry worn by Paranoia actress, Christine Marzano on the cover of PRISM Magazine. Pearl and Diamond earrings by Baggins, Inc.; Pearl, Chrome Diopside and Diamond pin/pendant by Alishan;. Tavorite Garnet trio ring by Cynthia Renee, Inc.; Peridot and Diamond cocktail ring by Frank Caballero. Vintage print dress by Christian Lacroix (available at Decades). Photo by Roger Erickson. Styled by Tod Hallman.