



## Meet the Newest Member of the AGTA Spectrum Awards™ Sponsor Family



Dallas, Texas, (September 1, 2015) – The American Gem Trade Association (AGTA) is proud to announce the addition of the Silver Promotion Service to its family of AGTA Spectrum Awards™ sponsors. The Savor Silver Awards™ will highlight exceptionally designed silver jewelry incorporating natural colored gemstones or cultured pearls in the five AGTA Spectrum Awards™ categories and for the Best Use of Color and Silver.

“We are thrilled to have the Silver Promotion Service as a sponsor of the AGTA Spectrum Awards™,” stated Douglas K. Hucker, AGTA CEO. “We see more and more designers utilizing this versatile metal in unique and beautiful designs every year. This partnership is the perfect way to showcase the synergy between silver and colored gemstones!”

In addition to the Savor Silver Awards™, qualified entrants and winners may be offered the opportunity to become part of the SPS' Savor Silver program. The program includes exposure on the Silver Promotion Service website ([www.savorsilver.com](http://www.savorsilver.com)), inclusion in silver-focused editorial sections in leading trade publications, and through its multiple social media channels.

The deadline for entry is September 18<sup>th</sup>, with a New York drop-off on October 6<sup>th</sup>. Rules and entry forms can be found at [www.agta.org/awards/entry.html](http://www.agta.org/awards/entry.html).

The Silver Promotion Service was introduced in 2008 by The Silver Institute. The objective of the SPS is to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets. For more information on the SPS please visit [www.savorsilver.com](http://www.savorsilver.com).

AGTA is the recognized authority on colored gemstones and cultured pearls in the United States and Canada, serving more than 1,300 members and advancing color throughout the industry. The AGTA Spectrum Awards™ is the world's premier colored gemstone and cultured pearl design competition. Each year, hundreds of both seasoned and emerging artists submit entries to this elite competition, thereby gaining unprecedented media exposure.

For further information regarding the AGTA Spectrum Awards™, please call (800) 972-1162 or visit the AGTA website at [www.agta.org/awards](http://www.agta.org/awards).

*The American Gem Trade Association is a not-for-profit Association serving the natural colored gemstone and cultured pearl industry since 1981. Headquartered in Dallas, Texas, The AGTA serves the industry as “The Authority in Color.”*

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