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For Immediate Release

**Jewelry Company Donates More Than \$325,000 in Memorial Jewelry
to Families of Fallen Patriots**

Austin, TX – July 13, 2010 – Florence McSween, of Dallas, GA, is the mother of Joseph “Adam” McSween, KIA near Iraq, on April 6, 2007. Carl Dozier, of Chesapeake, VA, is the father of a fallen hero – his son. Jessica Rozier of College Station, TX, is the wife of First Lieutenant Jon Rozier, killed just three days after his 25th birthday.

These family members of fallen heroes, and over 1,600 more family members, will be receiving memorial bracelets from Carved Creations, a subsidiary of John Christian Jewelry.

Carved Creations launched a two-week program, ending on July 4, 2010, to honor family members of troops who have lost their lives in the line of duty in Iraq or Afghanistan. The company offered a memorial bracelet, at absolutely no cost, with the engraved name and rank, theater of operations and branch of service, and birth and death date of the family member.

In the two-week period, 1,634 of the \$200 bracelets were ordered, for men and women. "The response was overwhelming," says Carved Creations president Wes Weaver. Weaver, whose father was a military chaplain, grew up on military bases. "We have also gotten some amazing notes from folks thanking us for doing this."

How did the company get the idea for this program? "We recently had a customer order a bracelet with this information, and we realized that this was a special way for family members to remember their loved ones who have given their lives for this country. It was also a small way for us to give back to the troops, especially as we remember Independence Day," notes Weaver.

Due to the large demand, Weaver asked for volunteers from the community to help produce the bracelets. "We have 150 three-hour volunteer shifts filled by over 40 volunteers," says Weaver. "If we can average completing 150 bracelets per week, we hope to complete delivery of all bracelets by Labor Day."

Carved Creations offers personalized rings, bracelets and pendants, for men and women. For more information, visit www.ccforslife.com.

For information on the Fallen Patriot program, visit http://www.ccforslife.com/FallenPatriot_Bracelet_s/983.htm

For information on the Fallen Patriot volunteer program, visit http://www.ccforslife.com/FallenPatriot_Volunteer_Program_s/981.htm

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