

**For immediate release
Tuesday, July 18, 2006**



KIMBERLEY
FINE DIAMONDS



MEDIA ALERT

- WHAT:** Miss World Australia National Crowning Spectacular
&
Announcement of **Kimberley Fine Diamonds** as
Miss World Australia Major Sponsor
- WHEN:** Wednesday, July 19, 2006 at 7pm (dinner and show)
6.30pm Media Conference/Interview opportunity Miss World
Australia Sabrina Houssami
- WHERE:** The Bellevue Bankstown
10 Restwell Street, Bankstown

Only the finest of diamonds for our Aussie jewel

Kimberley Fine Diamonds is proud to announce it has been selected as Miss World Australia's fine jeweller of choice and a Major Sponsor for her 2006 Miss World Campaign in Poland.

The partnership will see Sabrina Houssami wear during her many regal engagements, an unrivalled collection of exquisite Australian diamonds, including the spectacular and extremely rare priceless pink diamonds found only in the Kimberley region of Western Australia.

Kimberley Fine Diamonds has also made history by becoming the first fine jeweller to be allowed to use the Miss World Australia logo in a special designer collection, the first of which will be unveiled at Miss World Australia's National Crowning Spectacular at Bankstown on Wednesday, July 19 at 7pm.

Miss World Australia, Sabrina Houssami will present each state winner from around the country a hand-crafted champagne diamond clustered silver and gold pendant cast in the shape of the Miss World Australia logo as a genuine token of her appreciation for the contestants' tireless charity work and as a generous and sporting gesture for having come so far in the competition.

Sabrina will herself be presented with an 18ct gold and brilliant white diamond pendant which has also been cast in the shape of the Miss World Australia logo and will be a unique and priceless keepsake of her Miss World Australia experience.

The pendants are just a taste of the stunning designer jewellery Sabrina will be fashioned with during her Miss World 2006 campaign by Kimberley Fine Diamonds.

As part of the Major Sponsorship, Proprietor of Kimberly Fine Diamonds, Frauke Bolten-Boshammer secured the exclusive right to design a **Miss World Crowning Collection** for Sabrina, featuring priceless pink tender diamonds, which she will wear on stage in Poland during the final of the Miss World 2006 competition. The televised event is expected to be watched by more than two billion viewers across 162 countries.

Frauke Bolten-Boshammer has been working in the diamond industry for more than 25 years and has several pink tender stones in her collection at her boutique jewellery store in Kununurra (WA). She is regarded as one of the world's leading experts in her field.

Sought by savvy gem enthusiasts the world over, these pink diamonds come from the Argyle Diamond Mine in the Kimberley and make up less than one percent of all production – making them one of the world's best-kept secrets.

The exclusive Argyle Diamond pink tender diamonds are those gems amongst that small collection that are of such brilliance, colour and clarity and are so rare, most people will never see one - **until now**.

To find out more about Kimberley Fine Diamonds visit www.kimberleydiamonds.com.au

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