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**2010 JCK Toronto Enhances the Retailer Experience and Celebrates the Canadian Passion for Jewellery**

**Sun. Aug. 8 - Tues. Aug. 10**

**(TORONTO, June 24)** - - - Canada's passion for fine jewellery will be quite evident at the upcoming JCK Toronto Show, Sun. Aug. 8 - Tues. Aug. 10 at the Metro Toronto Convention Centre's North Building. Created exclusively for the Canadian marketplace, JCK Toronto has begun a renewal process to enhance the Canadian retailer experience with innovation, increased networking opportunities, timely educational opportunities and the presence of over 150 designers, manufacturers and suppliers.

"The JCK Toronto team solicited and then incorporated feedback from both suppliers and retailers to create a new experience for the Canadian marketplace," said John Tierney, Event Director. "Some of the big changes that have occurred as a result of retailers' feedback include: The return to the August 8-10 timeframe; the preferred venue in the North Hall; and the visible presence of the educational sessions on the exhibition floor. This change makes it more efficient to learn from industry experts in an educational session and be able to participate in the many networking events while not cutting into retailers' buying time."

This year's educational sessions begin with an opening keynote by Shane Decker, from Ex-SELL-Ence, on "Advanced Strategies to Increase Closing Ratios." The sessions continue with educational tracks on the show floor organized into the following business-building categories: Business; Merchandising & Technology; Marketing; Color & Fashion; Manufacturing.

JCK Toronto's educational sessions will also tap into other hot demographic issues such as attracting the female self-purchaser, social media and using video for social media engagement with consumers and a fresh look at generational marketing.

This year, JCK Toronto will debut the Canadian Diamond Showcase, a dedicated focus to the robust Canadian Diamond sector. Retailers can preview the latest developments in the Canadian diamond industry and learn how embracing its many 'facets' can positively impact their business.

The HRA Group of Companies, including Crossworks Manufacturing and SGI, will host a diamond polishing event at JCK Toronto that will give a first hand view of the polishing of diamonds that are mined, cut and polished in Ontario. Showcasing the importance and excitement for diamonds a 70cts necklace made up of 25 rough diamonds will be on display. Designed by Reena Ahluwalia and manufactured by Jeff Miller, the piece was commissioned by the HRA Group of Companies to celebrate diamonds that originated from the De Beers Canada Victor Mine and the development of a secondary diamond industry in Ontario.

"The Future of the Diamond Industry will be explored in a featured keynote panel discussion

moderated by Bhushan Vora, Gem Star Inc. and Diamond Bourse of Toronto," said Tierney. "In addition, we have a session on enhanced colorless, pink and yellow diamonds and how to identify them. There's a lot of interest in diamonds right now, particularly in Canada, and the bridal category remains healthy which is good for retailers."

Staying connected is a benefit to the overall experience at JCK Toronto. Follow us on [Twitter](#), 'like' us on [Facebook](#) and join us on [LinkedIn](#).

"JCK Toronto offers an effective buying experience for our members and we are proud to be the supporting association. Reed Exhibitions has created JCK Toronto with the Canadian market in mind, and we look forward to experiencing the best 'gold standard' aspects of JCK in Toronto this August," said Ken Mulhall, President & CEO, Canadian Jewellers Association.

For unique and one-of-a-kind product offerings, JCK Toronto will present the Design Centre. The Design Centre at JCK Toronto will provide a warm, inviting environment for a small selection of designer-owned companies with similar artistic, product and marketing missions. The goal is to offer retail buyers an organized and varied assortment of inspired, designer collections and designs.

JCK Toronto is part of the global network of JCK Events and is supported by the Canadian Jewellers Association with additional support from these media partners: *Business* magazine, *Canadian Jeweller* and JCK magazine.

"We are particularly excited about this year's event," said Tierney. "We want to encourage Canadian retailers to experience JCK Toronto as a great opportunity to enhance their businesses through educational programming, networking and special events. We look forward to seeing everyone in Toronto this August."

#### **ABOUT JCK EVENTS:**

*JCK Toronto will be held August 8-10, 2010 at the Metro Toronto Convention Centre's North Building. JCK Las Vegas 2011 will take place on June 3-6 with LUXURY by JCK, to take place May 31-June 2, 2011 (preceding JCK Las Vegas) and Swiss Watch by JCK, to be held June 2-6, 2011 at its new venue - Mandalay Bay. The series of JCK Events are designed to serve the worldwide jewelry industry by offering the most comprehensive and complete buying and selling opportunities on a business-to-business basis. For more information on any of the international JCK Events or to view the event's image and video galleries, please visit us at [www.jckshows.com](http://www.jckshows.com) or simply call 1-800-257-3626.*

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