

Muhammad Ali's Daughter & America's Queen of Eco-Diamonds

Unveil Scientific Breakthrough: Largest Grown-in-the-USA-Laboratory-Diamond

Giving Tuesday Charity Campaign Launch to Save African Blood Diamond Orphans

2016 Christmas Diamond Shoppers Suffer Sticker Shock VIA

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PORTLAND, OR – During the holidays, when millions of Americans get engaged, Humanitarian Ambassador Khaliah Ali, Muhammad Ali's daughter, and MiaDonna & Company Eco-Jewelry CEO, Anna-Mieke Anderson, will launch The Greener Diamond Foundation's campaign to save blood diamond war orphans during the announcement of a scientific breakthrough highlighted by the unveiling of the Largest Laboratory-Grown-in-the-USA Diamond.

The 6.28 carat diamond is a marvel of U.S. technology and is truly eco-friendly and conflict-free. Laboratory-grown diamonds are chemically, optically and physically identical to an earth-mined diamond, according to the Federal Trade Commission, yet costs 30 to 40 percent less.

The announcement comes at the time of year when 25 percent of American proposals occur; when holiday shoppers will suffer sticker shock because rough diamond prices are up 75%, since 2009; when there are growing concerns about the environmental impact of mining; and when the stream of blood diamonds still flows into the market.

Ali's Diamond Allergy

"I am allergic to diamonds," says Ali, a MiaDonna Lab-Grown Diamond client. "After seeing the tragic results of blood diamond conflicts, especially in the Democratic Republic of the Congo – formerly Zaire -- site of the famous 'Rumble in the Jungle', I will never wear an earth-mined diamond."

Ali emphasizes, "Laboratory-grown diamonds can help meet the world's increasing demand, help decrease the environmental destruction of mining and disrupt the blood diamond trade."

USA Labs & GIA

After decades of research and development, scientists in the company's Beltsville, Maryland laboratory can now replicate the earth's process of crystallizing carbon into brilliant, sizeable carat diamonds with near-zero environmental impact and, more importantly, without loss of life, according to Anderson. The difference between laboratory-grown and earth-mined diamonds is indistinguishable, even under a microscope, according to the Gemological Institute of America

Cost Comparisons

The 6.28 carat, J-Color, VS2 clarity, cushion-cut MiaDonna Largest Grown-in-the-USA Laboratory Diamond costs \$52,000. An identical earth-mined diamond can cost as much as \$105,000, according to RapNet, the global diamond network. America's most-popular one-carat round-cut earth-mined diamond costs \$4,800, according to RapNet. An identical MiaDonna & Company Lab-Grown Diamond costs \$3,360.

Greener Diamond Foundation: Per Purchase Program

Five percent of the sales of every MiaDonna Laboratory-Grown Diamond are donated to the Portland, Oregon-based Greener Diamond Foundation. It funds educational, mentoring and agricultural programs in diamond-mining countries with the goal of preventing blood diamond orphan-victims from living a life of poverty, according to Anderson.

Both she and Ali have led relief missions to diamond-mining regions, where abandoned and orphan children continue to live in poverty as a result of blood diamonds .

Rumble in the Jungle of Diamonds

"Angola, Botswana and the Democratic Republic of the Congo are among the world's top diamond producing countries," explains Ali. "They are infected with greedy, power-hungry, violent rebels who are on the front lines of blood diamond conflicts."

Ali emphasizes, "Forty-two years ago, the DRC was known as Zaire, where Muhammad Ali regained his heavyweight title from George Foreman at the historic 'Rumble in the Jungle' boxing event."

She continues, "In post-event news interviews, my father said he went to Zaire to connect black Americans to their homelands through TV coverage of the event and to help the country's president swing the media spotlight

on its beauty, natural resources and modernization programs. Now, in the tradition of the Muhammad Ali legacy of exposing global injustice, we are swinging the spotlight on those corrupt African countries that are reservoirs for the blood diamond pipeline.”

Ali warns, “We are going to shut-off the faucet that pours profits into the hands of the rebels terrorizing innocent people. However; we can only do this with the help of currently complacent consumers who we are urging to become actively socially-responsible citizens.”

Murder, Rape, Torture & Slavery

Despite global outcry, United Nations sanctions and mining industry reforms, the blood diamond trade still exists, according to Anderson.

“Men, women and children are killed, tortured, beaten, raped and enslaved to mine for diamonds,” she says. “At MiaDonna we are on a mission to end the pain and suffering of blood diamond victims and to curb the mining, which destroys eco-systems, wild habitats and contaminates water supplies – spreading disease.”

One way of doing this is to select a MiaDonna USA-Grown Laboratory Diamond opposed to an earth-mined diamond, this holiday season, according to Anderson. “In doing so, consumers can be confident that no one was hurt in the process of creating this gift of love.”

Most people either don’t know or don’t care about the origin of their diamonds, according to Anderson. “We seek to educate a new generation about diamond tragedies, the environmental damage of mining and why MiaDonna Laboratory-Grown Diamonds are part of the solution.”

The Millennial Market

About her clients, Anderson explains, “The majority of MiaDonna Laboratory-Grown Diamond clients are Millennials. They embrace the technology involved in growing a diamond. They are also troubled by the environmental impact of diamond mining, the history of workers’ and human rights violations associated with the industry and about today’s price of an engagement ring.”

Lab-Grown Diamond Applications

Beltsville-based laboratory president, Clive Hill, says, “Lab-grown diamond is the new super material previously unavailable due to price and limited resources.”

Lab-grown diamonds are now widely embraced in the luxury sector, moreover, according to Hill, they are becoming increasingly essential in other business sectors because laboratory-grown diamonds retain their extreme hardness and have higher levels of thermal conductivity than earth-mined diamonds.

He emphasizes their use in high-tech, laser-optic, micro-electronics, precision-cutting, surgical and x-ray focusing equipment and particle and radiation detectors, as examples.

“The lab-grown diamond industry is going to grow phenomenally in both gemstone and non-gemstone applications,” says Hill. “A lab-grown diamond is the new super material that has not been previously available to designers, engineers, scientists and technologists because of price and resources. During the next 10 years, that is going to drastically change. Most people will eventually own a device, whether it is a smartphone, tablet, computer, TV and an automobile, that will have a piece of lab-grown diamond in it.”

Lab-Grown Diamond Process

- Laser-Cut Small Carbon-Piece Known as Diamond Seed
- Seed Placed in Low-Pressure Microwave Chemical Vapor Deposition Chamber
- Hydrogen & Methane Gasses Combined with Electrical Energy
- Plasma Ball Ignites
- Creates Cloud of Carbon Molecules That Start “Raining” On Seed
- Diamond Starts Growing
- Six to 12 Weeks Later A Sizeable Carat Diamond Cube is Formed
- Cube is Custom Shaped, Ground & Polished
- Laser Scribed on Diamond Girdle: “Lab-Grown” as Act of Voluntary Transparency

62-Years After General Electric Innovation

In 1954, scientists at General Electrical were able to grow dingy, black diamonds for mostly industrial cutting blades. Since then scientists have been working toward the goal of growing a scintillating diamond worthy of wearing as a piece of jewelry. That was finally accomplished 36 months ago. Since then size has been the biggest challenge, which has now been achieved, 62 years later

Diamond Sales Facts

- U.S. Census: Average Age of U.S. Newlywed is 27 to 29 Years-Old
- American Express: 25% of Americans Get Engaged Thanksgiving-New Year’s Day

- PeriScope.com : Retail Diamond Prices Up 14%-24% Since 2010. / IDEX: Up 11% Since 2011
- [WWW International Diamond Consultants](http://WWWInternationalDiamondConsultants.com): Rough Diamond Prices Up 75% Since 2009 • Increased Demand, Depletion of Natural Resources, Cost of Mining Responsible for Prices • Brides Magazine: People Spend 25% Of Annual Salaries on Engagement Ring • Bank of America-Merrill Lynch: Millennial Diamond Sales Down Compared to Previous Generations • Morgan-Stanley: Laboratory-Grown Diamonds Disrupting Traditional Market • RapNet: Annual U.S. Diamond Sales: \$81-Billion in Luxury, High-Tech, Precision-Cutting Sectors • The Knot: 31% Brides Shopped for Diamond Engagement Ring with Future Groom • The Knot: 46% Women Say They Would Help Pay for Diamond Engagement Ring • Lab-Grown Diamonds are Type 2A, Rarest Purest Diamonds on Planet • Type 2A Account for Only 2% of Earth-Mined Diamonds • Only Queen Elizabeth & Elizabeth Taylor Could Afford Type 2A Diamonds • Type 2A Highest Level of Clarity & Thermal Conductivity

Luxury Diamond Forecasts

The prices of diamonds are expected to increase exponentially, during the next few decades, according to Victoria Gomelsky, Editor-in-Chief of JCK Magazine. It is the jewelry industry's leading trade publication. "In the next 20 years, diamonds may become unaffordable for the average consumer, which means laboratory-grown diamonds are bound to become more acceptable and popular for engagement rings and as a fashion accessory."

Environmental & Human Rights Facts

- Growing Diamonds Clean Process with Significantly Less Environmental Impact Compared to Mining • Diamond Growing Process Necessitates Clean Room Environment • No Life or Occupational Hazards to Employees • Human Dangers: Mining Cave-Ins, Explosions, Equipment Accidents
- Hearing Loss, Tuberculosis, Cancer • Mining Leaves Deep Cork-Screw Style Craters in Earth • Mining Destroys Eco-Systems & Wild Habitats • Frost & Sullivan: Carbon Emissions Per Carat Mined Diamond 57,000 Grams • Frost & Sullivan: Carbon Emissions Per Carat Lab-Grown Diamond is 0.028 Grams • Contaminates Water Supplies, Spreads Disease • Rebel Forces Terrorize Mining Region Villagers • Abduct Children-Foot Soldiers, Torture, Beat, Rape, Enslave • Sever Hands & Arms as Warnings Not To Defy Rebel Authority • Top Producers: 1) Russia 2) Botswana 3) Congo 4) Australia 5) Canada 6) Zimbabwe 7) Angola 8)

South Africa 9) Namibia 10) Brazil

Khaliah Ali-Wertheimer Bio

- Committed to Carry-On Ali Legacy as Global Citizen, Out-Spoken Human & Civil Rights Activism • One of Muhammad Ali's Nine Children • Born & Resides in Philadelphia with Prominent Center City Attorney & Teenage Son • Ford Model, Author, Plus-Size Pattern & Fashion Apparel Designer, Vowed Vegan

- Board Member Half-Dozen Prestigious International Charitable Causes • Following Father's Death Approached By, But Declined, Several Business & Charity Concerns • Only Embraced Greener Diamond Foundation Humanitarian Ambassadorship

Anna-Mieke Anderson Bio

- Engagement 101 Magazine: "Queen of Eco-Friendly Diamond Engagement Rings" • Pioneering Visionary & One of First & Very Few Women CEO's in Diamond Business • 2007 Portland, Oregon: Founded MiaDonna & Company • Preeminent Showroom & Global Online Source of Laboratory-Grown Diamonds • Features World-Renowned Eco Diamond Collection of Engagement Rings & Bridal Fine Jewelry • Dedicated to Creating Truly Eco-Conscious, Conflict-Free Laboratory-Grown Diamond Empire • Disruptive Force in Traditional Diamond Industry • Founding Member of the American Grown Diamond Association (AGDA) • Pushed for Social Responsibility & Ethical Trade Practices • Internationally-Recognized Environmental & Humanitarian Activist • Founded MiaDonna & Greener Diamond Foundation After Realizing Proposed to with Blood Diamond • Foundation Fully Funded by Lab-Grown Diamond & Ethical Fine Jewelry Sales • Rebuilding Communities Negatively Impacted by Diamond Harvesting & Trading • Native of New Zealand. Family Moved to Australia When She was a Child • Moved to U.S. At Age 19 Started Fashion Magazine Modeling Career in Los Angeles • Moved to Portland, Oregon Where She Started MiaDonna & Company

Ethical Jewelry for a New Generation

MiaDonna is not a traditional jewelry company, according to Anderson. "We are creating new traditions, not following them. We are advocates for diamond consumers and global societies. For more than a decade, we have upheld a tradition of creating bridal jewelry that is eco-conscious, conflict-free and affordable for the consumer troubled by the environmental ramifications of mining and the history of violence in native diamond

communities.”

According to Anderson, MiaDonna is the world’s greenest jewelry company -- offering the exclusive Eco Diamond collection of ethical and fashionable precious stones in settings that are custom handcrafted, using the finest grade recycled precious metals. "When people wear a MiaDonna ring, necklace, earrings or bracelet, they are displaying personal symbols of elegance, beauty, and eco-consciousness.”

Footnotes

*The largest laboratory-grown diamond, 10 carats, was created in Russia using HPHT (High Pressure, High Temperature) Technology. MiaDonna Laboratory Diamonds are grown using the Microwave Chemical Vapor Deposition process. *MiaDonna’s Largest-Laboratory-Grown-in-the-USA Eco Diamonds are Created in High-Tech, Modern Lab Conditions at WD Laboratory-Grown Diamonds facility in Beltsville, MD. The facility complies with all US EPA, OSHA standards and is certified by the International Standards Organization.

*Some USA-Grown Eco-Diamonds are Cut & Polished at Embee Diamonds in Prince Albert, Saskatoon, Canada. Most of the World’s Diamonds are Cut and Polished in India.