



For Immediate Release

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Diamond Earring Giveaway is No April Fool's Joke

First girl baby born in county on April 2, 2006, receives a pair of diamond earrings

San Luis Obispo, CA – Happy Birthday to you! Kevin Main is having a birthday, and to celebrate this year, he's the one giving a gift: a pair of Hearts on Fire diamond earrings to the first girl baby born in San Luis Obispo County on his birthday, April 2, 2006.

Main wants to get the word out to hospitals, obstetricians and midwives about his baby gift. "We are a jewelry store, we sell diamonds," he said. "It just sounded like a fun thing to give away a pair of earrings to a new baby girl and celebrate that tiny new life."

Parents of baby girls born on April 2nd should bring their child's birth certificate to Kevin Main Jewelry by April 14th to see if they've won.

The "Hearts on Fire" diamond is noted for its perfect cut. When looking through a Proportioned Scope, a ring of eight symmetrical hearts can be seen as well as a perfectly symmetrical fireburst. These diamonds are cut and polished so perfectly that light taken in is refracted and returned with such a blaze that each diamond appears larger and more brilliant than ordinary diamonds with the same carat weight. Fewer than one in one million gem-quality diamonds are cut to the "Hearts on Fire" level of quality.

Stop by Kevin Main Jewelry in downtown San Luis Obispo at 720 Higuera St. or online at www.kevinmain.com.

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