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FOR IMMEDIATE RELEASE

Reena Ahluwalia marks the 20-year milestone for JFC by donating her artworks for auction

(NEW YORK, May 24th, 2018) -- In a special milestone marking Jewelers For Children's (JFC) 20 years of helping children in need, artist Reena Ahluwalia is donating a spectacular original diamond painting and some limited edition prints to JFC. The 5-foot painting, *The Portrait of Perfection*, features a highly nuanced, hyper-realistic diamond with ultra-magnified facets. It took Reena 500-hours to complete. The painting will be auctioned at the JFC's Facets of Hope event on June 3, in Las Vegas, NV.

"Reena has become such a big support of Jewelers for Children! Her paintings are so popular with our audiences and there is much anticipation about which of her amazing pieces will be available", said David Rocha, executive director of JFC. "Her support has helped us reach our fundraising goals and meet our mission to help children in need."

Giving is at the heart of all Reena Ahluwalia endeavors. Her artwork benefits Jewelers For Children(JFC) along with other beneficiaries. Each year Reena support students by providing grants, scholarships and mentor upcoming talent. Reena is a multiple award-winning Jewelry designer, a coveted diamond painter and a passionate professor.

Facets of Hope gala will take place on Sunday, June 3 at the Mandalay Bay Resort Hotel Casino in Las Vegas. Last year, 1,750 people attended the event. The painting will be on

display during the cocktail reception starting at 6:00 p.m. Anyone interested in presenting a reserve bid before the event can contact JFC at 212-687-2949 or info@jewelersforchildren.org.

This year's JFC honorees include Jeffrey Cohen from Citizen Watch America and Bill Luth from Signet Jewelers, Ltd. Singer and songwriter Calum Scott will be performing at the gala, sponsored by Bulova. He was nominated for a Brit Award in the "Best Single", which has gone platinum in five countries.

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated more than \$ 53 million to programs benefiting children whose lives have been affected by illness, abuse or neglect.

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IMAGES / captions

1. *The Portrait of Perfection*, Original diamond painting by Reena Ahluwalia.
2. *The Portrait of Perfection*, Original diamond painting by Reena Ahluwalia.
3. Limited edition, museum quality diamond art prints by Reena Ahluwalia.
4. Limited edition, museum quality diamond art prints by Reena Ahluwalia.

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Hashtags: #JewelersForChildren #ReenaAhluwalia #ArtWithHeart #DiamondArt #DiamondPainter #JCKLasVegas #JCK2018

ABOUT ARTIST REENA AHLUWALIA

Coveted internationally by art collectors, Reena paints highly nuanced, hyper-realistic diamonds with ultra-magnified facets. Her paintings are in the collection of distinguished collectors worldwide, including, showcased at the DIVA Diamond Museum shop in Antwerp. Her artwork gives back to many organizations, including 'Jewelers For Children' (JFC) charity, to help children who are victims of catastrophic illness.

Recognized as one of the Top Masters of Jewelry Design in Canada, Reena Ahluwalia is a multifaceted artist. She is an award-winning jewelry designer, diamond painter, professor, speaker and a community builder. Reena is one of handful of living jewelry artists whose work is featured on a nation's (Belgium) postage stamp. She designed a historic diamond piece for the Legislature of Ontario with De Beers Canada. Reena created the inaugural collection for Rio Tinto Bunder Mine, diamonds found 100 years after the fabled Indian Golconda Mines depleted. As a tribute to the British Royal Wedding, Reena created a Diamond Tiara for HRH Kate Middleton with Royal Asscher Diamond Company, the company responsible for cutting world famous Cullinan Diamond and Excelsior Diamond. Reena is a passionate professor and a member of the George Brown College Jewellery Program Advisory Committee. In 2017, she was awarded an honorary credential by George Brown College. Each year Reena supports students by providing scholarship and mentor upcoming talent. Reena is a Fellow of (IwB) Institute without Boundaries.