

FOR IMMEDIATE RELEASE

January 18, 2011

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**EICHHORN JEWELRY TO AWARD CUSTOMER
FREE ALL-INCLUSIVE HONEYMOON SPONSORED BY CORDOVA**

DECATUR, Ind. Over 60 jewelry retailers from across the nation participated in the Cordova Honeymoon Sweepstakes—but only one store would claim a winner. On February 3, at 9 a.m. Eichhorn Jewelry will have the pleasure of presenting longtime customer Tom Newnum of Bluffton, Ind. with his prize: seven days and six nights at the all-inclusive Rose Hall Resort & Spa in Montego Bay, Jamaica, plus roundtrip airfare for two, sponsored by bridal jewelry designer and manufacturer, Cordova.

“We are delighted not only that the winner of Cordova’s sweepstakes came from our store,” said store owner Eileen Eichhorn, “but that he is also a longtime customer and friend of ours who happened to purchase a Cordova engagement ring. The stars really aligned on this one, and we are thrilled for Tom and his fiancée, April.”

Mr. Newnum had been browsing Eichhorn’s web site for an engagement ring to give April Bauer Baker of Huntington, Ind., when he saw information about the Cordova Sweepstakes. When he went to the store to purchase the Cordova ring, Eileen gave him a chocolate game piece, and he entered the sweepstakes, never thinking he would win.

“I’d never won anything before,” he said. “I guess it just shows you’ve got to keep taking chances. It feels great to win!”

In celebration of the lucky winner and his bride to be, Eichhorn will host a Jamaican-themed “Toast to Tom” beginning with the prize presentation at 9 a.m. Anyone who stops in can enjoy Jamaican music and refreshments while they browse Eichhorn’s beautiful selection of jewelry, which includes an extensive collection of Cordova bridal merchandise.

Cordova is a family-owned bridal and fashion jewelry manufacturer, founded in New York in 1950. The company sponsored the Honeymoon Sweepstakes to support the marketing efforts of its retailers and help them draw customers who were seeking unique, high-quality engagement rings into their stores throughout the year.

Eichhorn Jewelry is located at 130 N. Second Street in Decatur. For additional information visit the store online at www.eichhornjewelry.com or call (260) 724-2621.

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