



NATIONAL Jeweler

NATIONAL Jeweler
NJ DAILY NEWS
Free Email Newsletter >>Click here

SEARCH / ADVANCED ?
 search

Thursday, August 4th, 2005

[Subscribe](#) | [Advertising Opportunities](#) | [About Us](#) | [Contact Us](#) | [Site Map](#)

- HOME
- HEADLINES
- BUSINESS RESOURCES
- DATAVAULT
- INDUSTRY EVENTS

HEADLINES

[SAVE](#) | [EMAIL](#) | [PRINT](#) |
[MOST POPULAR](#) | [RSS](#)
[XML](#) | [REPRINTS](#)

Activists use Valentine's Day for protest

FEBRUARY 14, 2005
- Washington -- Many consumers who did last-minute Valentine's Day jewelry shopping this weekend were met by activists opposing some gold mining practices, who hit the streets to get their message out prior to the holiday.

The "No Dirty Gold" campaign, launched by nongovernmental organizations Oxfam and Earthworks a year ago this week, claims that U.S. Valentine's Day sales of gold jewelry leave 34 million metric tons of waste worldwide. Campaign organizers claim Valentine's Day is the number one day for gold jewelry sales in the United States.

Protesters stood in front of jewelry stores throughout the United States, handing out

Related articles

- ▶ [Selling akoyas](#)
- ▶ [De Beers managing director Ralfe to retire](#)
- ▶ [Webcast focuses on luxury marketing](#)
- ▶ [View more related articles](#)

Quick links: One-click access to topics in this article.

Categories

- ▶ [Luxury goods](#)
- ▶ [Holidays](#)
- ▶ [Jewelry industry](#)
- ▶ [Retail sales](#)

Companies

- ▶ [Earthworks](#)
- ▶ [Oxfam](#)
- ▶ [Rolex](#)
- ▶ [Fortunoff](#)
- ▶ [World Gold Council](#)

Concepts

- ▶ [gold jewelry](#)
- ▶ [gold mining](#)
- ▶ [jewelry stores](#)
- ▶ [campaign organizers](#)
- ▶ [skull mask](#)

People

- ▶ [Godzilla](#)
- ▶ [Payal Sampat](#)

CURRENT HEADLINES

◆ [Speakers announced for MIDAS Texan show](#)
AUGUST 04, 2005

◆ [Blue Nile's second-quarter sales up 25 percent](#)
AUGUST 03, 2005

◆ [JANY panel: Marketing to women crucial to growth](#)
AUGUST 03, 2005

◆ [Ray actress stars in fall Movado ads](#)
AUGUST 03, 2005

◆ [Jewelers make "Top 100 Specialty Retailers" list](#)
AUGUST 03, 2005

◆ [GIA cut grade to launch Jan. 1](#)
AUGUST 02, 2005

◆ [CRJP launches at JA show](#)
AUGUST 02, 2005

◆ [Northeastern crafts pendant for charity](#)
AUGUST 02, 2005

◆ [NCDIA offices relocate](#)
AUGUST 02, 2005

Who spends the most on TV advertising?

Nielsen Monitor-Plus reports

NOW AVAILABLE



Nielsen Media Research

National Jeweler Magazine



- [Current Issue](#)
- [Subscribe](#)
- [Search](#)
- [Media Kit](#)

Ads by Google

[White Gold Jewelry](#)
 Save 40-80% on beautiful jewelry. Only \$1 shipping for limited time!
[Overstock.com](#)

[Wholesale Gold Jewelry](#)
 Huge selection of new & used. Check out the deals now!
[www.eBay.com](#)

[White Gold Jewelry at ice](#)
 Over 150,000 customers, ice is a leading online jeweler.
 Shop & Save
[www.ice.com](#)

cards with the message "Don't tarnish your love with dirty gold." One protester, dubbed "Ms. Godzilla" stood on New York's Fifth Avenue shopping district wearing a skull mask.

◆ WJA toasts trade at 22nd annual "Awards for Excellence"

AUGUST 01, 2005

MORE

"Gold loses its luster when it is produced at the expense of healthy communities, clean water and human rights," Payal Sampat, international campaign director of environmental group Earthworks, said in a statement.

Activists planned to spend Monday delivering their message to shoppers in front of Rolex and Fortunoff stores on Fifth Avenue.

A representative from the World Gold Council was not immediately available for comment on this story.



- [National Jeweler](#)
- [Couture International](#)
- [JA New York](#)
- [Couture Jeweler Collection & Conference](#)
- [Europastar](#)
- [Watches for China](#)
- [Hora Latina](#)
- [Smart Supplier](#)

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [MOST POPULAR](#) | [RSS](#)
[XML](#) | [REPRINTS](#) 
[SUBSCRIBE TO NATIONAL JEWELER »](#)
 Copyright 2005 National Jeweler



© 2005 VNU eMedia Inc. All rights reserved. [Terms Of Use](#) and [Privacy Policy](#).