

# Liquidation Channel Press Release

For Immediate Release

**Summary:** The Liquidation Channel announces the return of its two week Celebrate Mother's Day campaign.

## **LC is Honoring All Mothers with Its Celebrate Mother's Day Campaign**

With Mother's Day just around the corner, Liquidation Channel (LC) is excited to kick-off this special holiday with its Celebrate Mother's Day campaign. This is a two week-long event that will start on Monday, April 27<sup>th</sup> and will end on Mother's Day, May 10<sup>th</sup>.

The Celebrate Mother's Day campaign will feature two full weeks of incredible savings on hundreds of great gift ideas, and markdowns up to 80% off on LC's gemstones, jewelry, and lifestyle products that will make finding that perfect gift for the special moms in your life easier. The event will be filled with daily specials, hot new arrivals, and unbelievable deals on rare and exotic gemstones as special as mom.

LC has devoted this campaign to celebrating all generations of moms, as well as all the different styles of moms. Customers will find the perfect gift for every style of mom at prices they are sure to love.

**LC president, Gerald Tempton, say, "LC has dedicated this event to celebrating mom, because one day simply isn't enough to honor these incredible women in our lives. We wanted to make this Mother's Day extra special and give our customers the opportunity to give mom a little slice of happiness at a fraction of the price."**

During the Mother's Day promotion, LC will also be bringing back the Mother of the Year Contest. Participants that enter the contest will have the opportunity to win a \$5,000 shopping spree at the LC. The Mother of the Year for 2015 will be announced on air on Mother's Day, May 10th, and the winner will receive the grand prize of a \$5,000 LC shopping spree.

Stay tuned on Sunday, May 10th as LC reveals the winner of the Mother of the Year Contest on air and on Facebook. Visit [www.facebook.com/shoplctv](http://www.facebook.com/shoplctv) to find out who wins.

For more information on updates and specials, stay tuned to <http://www.liquidationchannel.com/> or [www.facebook.com/shoplctv](http://www.facebook.com/shoplctv).

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About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is an Omni-channel business comprised of a home shopping TV network, an ecommerce business, and an outside sales/wholesale segment. It is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. LC specializes in delivering Exceptional Quality, Exquisite Designs, and Outstanding Value, while providing a low-price guarantee on each of its products. The channel's unique jewelry is available online at [LiquidationChannel.com](http://LiquidationChannel.com) and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 159, ROKU, AT&T U-Verse 399 and 1399 (HD), and local cable channels.