

Liquidation Channel Press Release

For Immediate Release

August 5, 2014

Summary: August is Peridot month, and the LC is celebrating by showcasing their best Hebei Peridot gemstones all month long.

The LC Will Feature Their Best Peridot Collection in Celebration of August's Birthstone

Peridot is the official birthstone of August, and LC is excited to announce that they will be showcasing their best Peridot collection all month long, starting with a Hebei Peridot Day TV event, beginning Wednesday, August 5 from 12 a.m. to 11:59 p.m. CT.

Known for its distinctive green color, peridot has been mined for over 3,500 years and is considered an ancient gift from Mother Nature. It was called the "gem of the sun" by the ancient Egyptians and the "evening emerald" by the Romans.

Peridot is the gemstone variety of the mineral olivine. One of the few gemstones that comes in only one color, peridot is a green gemstone that varies between shades of yellow-green and olive to brownish green. The intensity of color depends on the amount of iron contained in each crystal structure. The way that peridot splits and bends light gives it an attractive velvety, silky appearance with a shining rich glow.

Like diamonds, peridot is created deep in the earth and is formed by magma from the upper mantle and brought to the surface by tectonic or volcanic activity. It is the only gemstone found in meteorites.

LC President Gerald Tempton says, "Our customers love our Hebei Peridot! It is one of our most popular gemstones, and we are thrilled to bring this alluring gemstone at an outstanding value."

To get in on all these amazing Hebei peridot deals or for more information simply visit www.Liquidationchannel.com or www.facebook.com/shoplctv.

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About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. Through a precisely and fully integrated system, the Liquidation Channel 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 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.

Get more green for your green! Check out our Hebei #Peridot collection this month! #birthstone #LCINSIDER