

# Liquidation Channel Press Release

For Immediate Release

**Summary:** The Liquidation Channel announces the return of the Emerald Smackdown.

## **LC announces Emerald Smackdown just in time for Mother's Day**

With May in full bloom and Mother's Day just around the corner, Liquidation Channel is thrilled to announce the return of Emerald Smackdown. The event starting on Saturday, May 2 from 12 a.m. to 11:59 p.m. CT will feature one of the most beautiful and sought after gemstones in the world.

This 24-hour event will showcase some of the most stunning Zambian, Columbian, and Brazilian emeralds on the market. Kagem Zambian emeralds are known for their deep rich green color, while Boyoca Columbian emeralds are famous for their quality and clarity. These are among the most sought after emeralds on Earth, and the Liquidation Channel is presenting these gemstones at prices never before seen.

**"LC is one of the few gemstone companies in the world that gets invited to the Zambian closed group auction for emeralds, and our buyers make sure to buy nothing but the best quality emeralds," said LC General Merchandising Manager, Ankur Sogani.**

Emeralds are fascinating gemstones and are considered one of the few ancient beauties. This precious gemstone is the green variety of the mineral beryl and is the most famous and favored green gemstone in the world. Top quality, fine emeralds are even more valuable than some diamonds.

**"We have brought this event exclusively for LC customers," said LC President, Gerald Tempton. "What better way to celebrate Mother's Day and the month of May with a full day of one of the most elegant and exquisite gemstones in the world."**

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.