

Liquidation Channel (LC), a leading source of affordable rare and exotic gemstones, jewelry, and lifestyle products announces its Celebrate Mother's Day campaign going on now through Mother's Day, Sunday, May 12th.

LC kicked-off its Celebrate Mother's Day campaign on Sunday, April 28th during their very popular "Under \$10" event. In honor of the Mother's Day holiday, LC will have a two week long campaign featuring a variety of gemstones, jewelry, and lifestyle products that will make finding that perfect gift for the special moms in your life easier. Gerald Tempton, President, says "One day simply is not enough to honor the special women in our lives – especially our Moms. This holiday means a lot to us and to our LC Family. We take this time out to help make Mother's Day special for Mothers all over the world."

Stay tuned on Sunday, May 12th as LC reveals the winner of their 2nd Annual Mother of the Year Contest on Facebook. Visit www.facebook.com/shoplctv to find out who wins.

Headquartered in Austin, TX, Liquidation Channel, is a multi-channel retailer with 24/7 Home Shopping Channel and website offering online catalog, live television stream and \$1 Rising Auctions. With a more than 80 million household reach, Liquidation Channel is one of the fastest growing jewelry and lifestyle retail businesses in the US.

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 store's unique jewelry is available online at LiquidationChannel.com and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 152, ROKU and local cable channels.

“Mother’s Day is such a special time of year that we wanted to do something extra special to honor all the special mothers in our lives”