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**CATHERINE ZADEH JEWELRY GIVES BACK TO CANCER RESEARCH  
WITH “LIVE AND LET LIVE” DESIGN FOR GABRIELLE’S ANGEL  
FOUNDATION**

**GABRIELLE’S ANGEL FOUNDATION ANNOUNCES PARTNERSHIP WITH  
CATHERINE ZADEH JEWELRY**

*The Limited-Edition “Gabrielle’s Angel Bracelet” gives back to Cancer Research*

(New York, NY, July 14, 2009) –Catherine Zadeh Jewelry has partnered with Grammy-nominated songwriter, **Denise Rich** and **Gabrielle’s Angel Foundation for Cancer Research** by creating a limited-edition “Gabrielle’s Angel Bracelet.”

The “Gabrielle’s Angel Bracelet” will be sold as part of the “LIVE AND LET LIVE” collection that Catherine created after designing a bracelet for her friend who was ill. On each of the bracelets, the powerful idea of giving LIFE is expressed through the phrase “LIVE AND LET LIVE.” The “Gabrielle’s Angel Bracelet” will consist of two sterling silver double angel wings entwined on a black leather wrist band with the Foundation’s name engraved on the back.

Each bracelet will retail for \$100.00 and 50% of the sales from each purchase will be donated to Gabrielle’s Angel Foundation for Cancer Research. This limited-edition style will be available on [www.gabriellesangels.org](http://www.gabriellesangels.org) in September 2009 prior to the Foundation’s signature fundraising event, *The Angel Ball*, which will be held on October 20<sup>th</sup> at Cipriani Wall Street.

*The Angel Ball*, hosted by Grammy-nominated songwriter Denise Rich and her daughters Daniella Rich Kilstock and Ilona Rich Schachter, is sponsored by Continental Airlines and Lorraine Schwartz and will honor philanthropists Thomas C. Quick and Patricia Quick.

**About Gabrielle’s Angel Foundation for Cancer Research**

Gabrielle’s Angel Foundation for Cancer Research was created in 1996 by Denise Rich and her daughters and son in-law, Daniella Rich Kilstock, Ilona Rich Schachter and Philip Aouad in memory of Rich’s daughter, Gabrielle Rich Aouad. Gabrielle lost her long and valiant struggle with acute myelogenous leukemia (AML) at the young age of 27. It was Gabrielle’s wish that a foundation be created to help spare others the suffering she endured. Gabrielle’s Angel Foundation for Cancer Research funds basic and clinical medical research in both conventional and integrative disciplines which focus on prevention, treatment and quality of life issues of leukemia, lymphoma and related

cancers. To date, the Foundation has awarded nearly \$11 million in Medical Research Awards making Gabrielle's Angel Foundation one of the largest non-governmental sources of grant support to blood cancer researchers at the nation's leading institutions.

### **About Catherine Zadeh "LIVE and LET LIVE"**

Understatement and simplicity are hallmarks of Catherine M. Zadeh's jewelry, instantly recognizable for its elegant style. Born in Iran and educated in Paris, Catherine M. Zadeh began her love affair with the art of jewelry making when a friend commissioned her to make pieces for his wife. This passion blossomed into a successful boutique line carried at New York's most exclusive stores, Bergdorf's and Barney's. Her elegant designs have been worn by Hollywood A-List actor Tom Cruise, Grammy-winning R&B star George Michael and NBA champion LeBron James and have been featured in Robb Report, Departures and W Magazines. With lines for both men and women, Catherine M. Zadeh's style shows her gift for creating fashionable yet sophisticated designs. Inspired by the diagnosis of a childhood friend with Multiple Sclerosis, Catherine created a "Peace" bracelet out of her desire to help. In less than one year, the "Live and Let Live" campaign generated over \$60,000 and has since allowed Catherine M. Zadeh Jewelry to expand this collection to open collaborative partnerships with other philanthropic organizations including Women at Risk, Crohn's and Colitis Foundation of America, Cerebral Palsy International Research Foundation and Juvenile Diabetes Research Foundation. Catherine M. Zadeh Jewelry's humble but simple motto remains – to help change the world...one bracelet at a time. [www.catherinemzadeh.com](http://www.catherinemzadeh.com)