



Press Release

Antwerp Diamond Industry Donates Season's Greetings Budget to Charity

Antwerp, 20 December 2016 – This year, the Antwerp World Diamond Centre (AWDC), representing the Antwerp diamond community, decided not to send out season's greetings gifts or cards. Instead, 16 diamond ambassadors rolled up their sleeves and volunteered at the local Antwerp charity project “Moeders voor Moeders”, an organization which helps young families facing financial difficulties. AWDC will share its season's greetings video from their day at Moeders voor Moeders on social media. For each Share and Like, the organization will make a donation to the Moeders voor Moeders charity project.

In collaboration with AWDC, the City of Antwerp is organizing a diamond year, celebrating the 550-year-old connection between the city and the most sought-after product in the world, diamonds. In the run-up to this festive period, the Antwerp diamond industry launched the new campaign “Diamonds & Antwerp, it's in our DnA”, highlighting this unique bond. At the start of the campaign, sixteen members of the Antwerp diamond community took up the role of ambassadors for the industry. Last month, they spent an entire day volunteering at “[Moeders voor Moeders](#)”. The video report of their work has been distributed as AWDC's Season's Greetings via e-mail and social media. For each share and like, AWDC has pledged to make a donation to the Moeders voor Moeders charity project.

Ari Epstein, CEO of AWDC and one of the sixteen DnA ambassadors, is very pleased about this year's decision: “Like most companies, AWDC usually sends out season's greetings gifts and cards, which involves certain costs. This year, we decided we would much rather give that money to those who need it more. I warmly invite everyone to like and share our video as much as possible through our Facebook page, “Diamonds and Antwerp”.

You can find our Season's Greetings via [Facebook](#), [LinkedIn](#), [Instagram](#) or [Vimeo](#)

AWDC, short for Antwerp World Diamond Centre, is an industry-established foundation, whose mission is to serve and support the diamond business in Antwerp, the world's most important diamond trade hub. AWDC is the coordinating body and the official representative of the Antwerp diamond sector, and as such are recognized internationally as the host, spokesperson and intermediary for the Belgian diamond community. In this capacity, AWDC liaises on behalf of the Belgian diamond sector with governments and actively promotes support for the diamond sector at home and abroad.

84% of all rough diamonds and 50% of all polished diamonds pass through Antwerp. Diamonds represent 5% of the total Belgian exports and 15% of all Belgian exports outside the EU, making diamonds the most important export product outside the EU.

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Diamonds love Antwerp

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