

# DIAMONDS MAKE A DIFFERENCE

1. The diamond industry, directly and indirectly, employs 10 million people globally.
2. As one of its major resources, diamonds are helping to transform Africa and the lives of its people.
3. Diamonds and diamond revenues are making a difference in Africa by providing jobs, building hospitals and roads, and funding education.

[www.diamondfacts.org](http://www.diamondfacts.org)



# INDUSTRY CONFIDENCE

1. I can assure you that we do not sell conflict diamonds.
2. Our suppliers have assured us that our diamonds are from areas that are conflict free.
3. The diamond industry has established the Kimberley Process to prevent the trade of conflict diamonds. Today, well over 99 % of the world's diamond supply is certified to be from sources that are free from conflict.

Use this card once your store has obtained SoW statements from every diamond supplier.