

Chopard Diamond to be "Discovered" at the Angel Ball

NEW YORK, NY – One lucky guest will be the winner of a Chopard diamond – which will be placed in one of the 2000 boxes of Chopard Swiss chocolate at each place setting during *THE ANGEL BALL*. *THE ANGEL BALL* is a black tie event to benefit the G & P Foundation for Cancer Research, on Thursday November 30th, in at the New York Marriott Marquis.

"Thanks to the generosity of Chopard, one guest of *THE ANGEL BALL* will be lucky enough to take home a beautiful diamond," said Denise Rich, co-founder of the G & P Foundation.

During *The Angel Ball* the G & P Foundation will honor three outstanding individuals, Her Majesty Queen Noor of Jordan, former Soviet President Mikhail Gorbachev and Sir Paul McCartney. President William Jefferson Clinton will once again be the Honorary Chairman and Larry King will serve as Master of Ceremonies. *THE ANGEL BALL* promises to be a musical extravaganza with performances by *NSYNC, Marc Anthony, Patti LaBelle, Luther Vandross, Natalie Cole and She-Daisy.

"We are pleased to work with the G & P Foundation and want to support Denise Rich and her tireless efforts to raise funds and awareness for cancer research," expresses Caroline Gruosi-Scheufele, Vice-President of Chopard.

In 1963 the Scheufele family bought the 103 year old watch making company from the Chopard family, making it one of the few remaining, independent, family-owned luxury jewelry and watch companies. Today, the company is run by Karl and Karin Scheufele, their children Caroline and Karl-Friedrich, and is one of only a few Swiss watchmakers that produces its own movement (the L.U.C. movement was introduced in 1996) and received the official watchmakers' Seal of Geneva.

Chopard is renowned for its jewelry and watch collections, as well as for the innovative and stylish way it uses pave diamonds and colored diamonds, including the rare Black Diamond in its collections from the renowned Happy Diamonds to the Russian inspired Pushkin to the romantic La Strada. Chopard melts its own gold and is the largest setter of diamonds in the watch industry. Currently, Chopard is an international luxury brand with 40 boutiques located in major cities around the world.

Michele Laurent Rella and co-founder Denise Rich will serve together as Gala Chairs and this year's *ANGEL BALL* will be co-produced and directed for the second year by Scott Mauro of Vision Merchant Productions, Inc. and Peter Herman of Event Partners Incorporated. For information on how to purchase tickets to *THE ANGEL BALL*, please contact Inez Weinstein Special Events at (212) 614-0400.

The G&P Foundation was established in 1996 by songwriter Denise Rich and her son-in-law Philip Aouad, in memory of Denise's daughter Gabrielle Rich Aouad, who died at age 27 from AML Leukemia. The G&P Foundation's primary goal is to save lives by funding basic and clinical medical research in both conventional and integrative disciplines which focus on prevention, treatments and quality of life issues of leukemia, lymphoma and related cancer