

27 Queen St. East – Suite 600
Toronto, ON M5C 2M6
800-580-5839

**Press Release
For Immediate Release
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The Canadian Jewellers Association is pleased to announce that they and Jewellers Vigilance Canada (JVC) have combined under the CJA umbrella, effective June 29, 2017.

Soon after the merger, the CJA held its Annual General Meeting and elected the Board of Directors for its 2017-2018 year. Heading this Board are Co-Chairmen Umesh Shah, Founder of RJB Diamonds and Stephen Cole, President of Spicer Cole Fine Jewellers. Another twelve distinguished industry members rounded out the Board of Directors, and included members who had previously served on the JVC and CJA Boards.

Jay Cameron, Past Chairman of the JVC applauded the two associations for their willingness to put industry first: *“JVC has served our industry for 30 years and accomplished a lot. By joining with the CJA we can ensure that those JVC initiatives will continue for another thirty years and more under the CJA.”*

In support of the new initiatives, the CJA has also appointed Brian C. Land as the General Manager of the Association. Brian has more than 20 years of senior management experience in Canadian Retail including roles as Vice President of Sales and Operations at Peoples Jewellers Corporation; Divisional Vice President – Retail with Henry Birks & Sons and Vice President Retail – the Americas for Waterford Wedgwood Royal Doulton (WWRD).

“We are very excited about our opportunities to make the voice of the jewellery and watch industry stronger than ever before,” says Brian. *“As we celebrate the 100th Anniversary of the CJA in 2018, we will recognize the milestones that we share with many of our members and colleagues in this special industry. We look forward to seeing them all at the Jewellers’ Ball at the Art Gallery of Ontario on April 28, 2018.”*

As part of the celebration, the CJA 100th Anniversary Design Contest™ was launched. Open to students in Canadian jewellery programs, the contest offers a \$3,000 prize to the winning student along with a \$1,000 prize to the winner’s school. The winning design will be displayed at the Jewellers’ Ball. *“We are very excited with this opportunity to support the development of new industry expertise and initiative,”* says Tanya Parrish, Past Chairman of the CJA.

Watch for more news and upcoming events from the Canadian Jewellers Association and visit us at www.canadianjewellers.com.

Contact: Brian C. Land
General Manager
Canadian Jewellers Association
Phone: 800-580-0942
Email: Brian@canadianjewellers.com