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cball@fletchermarketingpr.com**FOR IMMEDIATE RELEASE****Jewelry Television® Launches Let It Glow Holiday Campaign***Shopping network incentivizing holiday shoppers*

KNOXVILLE, Tenn., Oct. 29, 2015 – Jewelry Television® ([JTV](#)), the only shopping network focused exclusively on the sale of fine jewelry and gemstones, announced the launch of its national Let It Glow holiday campaign. The promotion features JTV's 2015 holiday collection, gift giving ideas and the chance to win a romantic Alaskan cruise getaway for two.

JTV's [Let It Glow campaign](#) runs now through Dec. 25, with special event pricing on some of the season's hottest jewelry trends including negative space rings, gemstone brooches, statement necklaces and more. Check out more details in the [gift guide](#).

"The holidays are the perfect time to treat yourself and a loved one to a sparkling new piece of jewelry to be treasured for years to come," said Jill Johnson, vice president of marketing at JTV. "We want to share the JTV holiday spirit by offering special holiday pricing and the chance to win the trip of a lifetime."

The centerpiece of the campaign is the Season To Glow Sweepstakes. The grand prize includes seven nights on an Alaskan cruise, two nights in Seattle, Wash., and \$1,000 cash. JTV will also award \$250 JTV shopping sprees to 10 weekly winners. Enter the sweepstakes by visiting [JTV.com/glow](#). Entrants may register to win once daily through Dec. 31, 2015.

"There's no need to leave the comfort of your own home to shop this holiday season," said Johnson. "With more than 30,000 items to choose from on our broadcast and website, we bring the joy of holiday shopping directly to you."

For special holiday programming check out the JTV [program guide](#). Check your local listings for a channel near you.

About Jewelry Television®

Jewelry Television® (JTV) is one of the largest multichannel retailers of [jewelry](#) and [gemstones](#) in the U.S., appealing to fashion-conscious women, jewelry-making enthusiasts and private collectors. The privately held shopping network broadcasts high-definition programming, 24 hours a day, seven days a week, to more than 85 million U.S. households. Committed to consumer education, the network employs numerous Graduate Gemologists and Accredited Jewelry Professionals. [JTV.com](#) offers the most comprehensive jewelry and gemstone Learning Library on the Internet, and is the fifth largest jewelry website, according to Internet Retailer's Top 500 Guide for 2015.

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