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**MEDIA ADVISORY -- FOR IMMEDIATE RELEASE...**

## **U Design Jewelry teaming up with Super Bowl 2012** **Donating 7,000 “Hope Necklaces” to Super Baskets of Hope**

ST. CHARLES, MO (Dec. 13, 2011) --- U Design Jewelry in St. Charles, Mo., is teaming up with the Super Basket of Hope program and the 2012 Super Bowl to help make a difference in the lives of others.

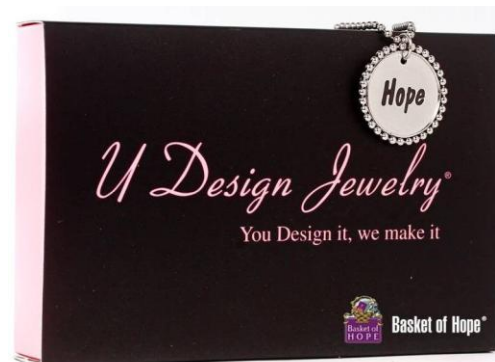
The company, and their representatives around the U.S., are donating 7,000 “Hope Necklaces” with a retail value of \$280,000 through the Super Baskets of Hope program.

Super Baskets of Hope, which is approved by the NFL and the 2012 Super Bowl XLVI Host Committee, will deliver 7,000 baskets filled with inspirational and entertainment items as well as The Hope Necklace from U Design Jewelry to critically ill children and families at hospitals throughout Indiana and in each of America’s 32 NFL cities.

“This is the first Super Bowl project to reach across the entire country, including right here in metro St. Louis, and U Design Jewelry is proud to partner with Basket of Hope, the NFL, and the 2012 Super Bowl,” said Jennifer Bonacorsi, the company’s president. “I have seen first-hand the impact these baskets have on the lives of these kids and families, and this is probably the most exciting thing I have ever been able to be a part of,” she added.

The baskets will be delivered by NFL team players, coaches, alumni and other regional volunteers. The outreach project is a collaborative effort of Basket of Hope, Riley Children’s Foundation, and former Indianapolis Colts Coach Tony Dungy.

Angela Brunette, national executive director for Basket of Hope, praised U Design’s contribution and said, “These necklaces will remind every mother each day that she does have hope and other people do care about them. Thanks, Jennifer and Bret and all of the representatives from U Design Jewelry for your generous donation to Basket of Hope.”



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*U Design Jewelry is a direct marketing jewelry company offering independent design representative programs. Founded in 2002 by Jennifer Bonacorsi, the company has over 245 Representatives in 28 states. U Design Jewelry is a member of the Direct Selling Association (DSA). For more info, call 636-922-3853 or visit online at [www.udesignjewelry.com](http://www.udesignjewelry.com) [www.facebook.com/udesignjewelry](http://www.facebook.com/udesignjewelry)*

*Basket of Hope is a 501(C)3 Nonprofit organization whose mission is to "Give the hope that comes from Jesus to children facing serious illnesses". The mission is carried out through the delivery of a Basket of Hope to the child and their parents during their stay in the hospital. The basket is filled with age appropriate toys, games, crafts, pre-loaded MP3 players, gift certificates to area businesses, and much more! It contains a Bible, inspirational books, Journals, and music. Again with parent's permission, the child's name is added to a prayer list and the child is prayed for by many caring prayer partners. The Basket of Hope relies on donations to fill the baskets. Each year they deliver more than 1,000 baskets a year to children treated in St. Louis area hospitals.*