

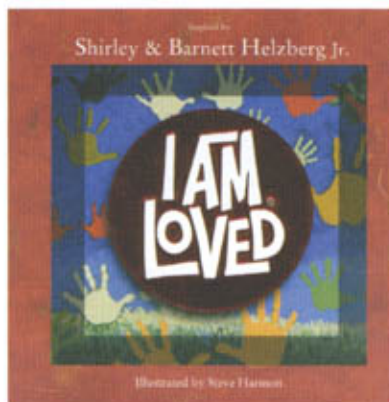
Right on the Button: Say I AM LOVED® with a Book and a Valentine Party

Helzberg Diamonds has made a name for itself for beautiful jewelry as well as memorable marketing campaigns. Among its best are the free “acroplane” rides given by the company in the 1930s with the purchase of a \$49 Benrus Pilot watch, a chance to view the Hope Diamond with a donation to the United Way, and its most famous to date; the 1967 I AM LOVED® button to celebrate the engagement of Barnett Jr. and Shirley Helzberg.

At the time, Barnett was a thirty-something, third generation president of the company with an inherent flair for advertising and a soft spot in his heart for a certain dark-haired beauty. He designed the button as a way to tell the world how happy he was to be loved by Shirley and how much he loved her back. The original supply of 50,000 little red-and-white sym-

bols was depleted almost immediately, and within weeks, I AM LOVED® became a national movement. Husbands gave them to wives, moms tucked them into lunch boxes and kids handed them to their favorite teachers. Chances are that somewhere—in your jewelry box, bureau drawer or office desk—you have one or two.

Thirty-five years later, more than 44 million buttons have been distributed for free, worldwide, to those who share Helzberg’s belief that people should be reminded of how much they are loved.



Now you can give someone special the I AM LOVED® book (Tristan Publishing, \$14.95), inspired by the Helzbergs’ story and illustrated by Steve Harmon. A line of adorable plush I AM LOVED® bears and a figurine are also available.

Shirley and Barnett Helzberg are donating 100 percent of their book proceeds to fund breast cancer research, education, screening and treatment programs.

The two lovebirds invite you to be their Valentine and celebrate the book’s launch on February 9, 7 p.m. at the Fairmont Hotel on the Country Club Plaza. The event is free and is sponsored by Rainy Day Books. Shirley and Barnett will be on hand to sign copies of the book, and champagne, sweets and music will be provided. And the suggested dress code? An I AM LOVED® button, of course! ■

BY JERI WAYNE

ABOVE: Meet Barnett and Barnett Jr., the two new I AM LOVED® bears created to coincide with the book’s publication.