

NEWS ADVISORY FROM

Becky Beauchine Kulka

Kulka Diamonds and Fine Jewelery

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\$10K DIAMOND RING HIDDEN FOR 2ND ANNUAL BECKY BEAUCHINE KULKA DIAMOND DASH

Becky Beauchine Kulka Diamonds and Fine Jewelry of Okemos, Michigan will host their second annual Diamond Dash on Sunday, October 3 at Michigan State University's campus, in East Lansing. Couples will be racing through East Lansing solving clues, participating in challenges, and trying to get their hands on the \$10K Tacori diamond ring grand prize.

"Last year we sold 18 engagement rings that we can directly correlate to this event," said Becky Beauchine, owner of Becky Beauchine Kulka Diamonds and Fine Jewelry. Every person in the event will receive a \$500 credit that can be used toward an engagement ring and a \$100 credit usable on anything else in the store.

"If we do our job right, (customers) will continue to come back and be customers," Kulka said. "It's a win-win situation."

Becky Beauchine Kulka Diamonds and Fine Jewelry has partnered with SCVNGR Inc to turn East Lansing into a real-world game board. Couples playing this interactive treasure hunt will do challenges at locations sent to their cell phones to rack up points in hopes of finding the grand prize. At the end of the day, the beautiful Tacori diamond ring will go home with one lucky couple.

To participate in the game, couples or teams of two must submit their stories to the official website at www.BBKDiamondDash.com. Teams can be any team of two such as couples, friends, mothers & daughters, etc. The stories will be reviewed, and the teams with the best stories will be offered a chance to compete in the game.

The Diamond Dash will take place Sunday, October 3 at 10 a.m. at Demonstration Hall Field, on the MSU campus followed by an after event party at Eagle Eye Golf Club, at 1 p.m., where the winners will be announced and the ring will be presented. An on-stage proposal is very likely as most couples that participate in searching for the diamond are hoping to get engaged. Last year there were 3 live proposals at the after party!

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