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March 17, 2008

**LIZ DONAHUE WINS  
“GOLDEN APPLE AWARD FOR MARKETING INNOVATION”  
JA-NY SHOW**

Dallas, Texas – Liz Donahue was awarded with “The Golden Apple Award for Marketing Innovation” at the JA-NY Winter show last week. Julianna Chu, Marketing Manager of JA New York Shows/The Neilson Company and Meg Robinson of Clifford/Bratskeir Public Relations, presented the award.

The Golden Apple Awards are presented at each JA-Show to those exhibitors showing new innovative advertising efforts launching jewelry collections within the industry. The award focuses on three categories; INNOVATION, SPARKLE, and FUSION.

- INNOVATION: Given to the exhibitor who launched a groundbreaking marketing campaign focused on creativity and originality, driving immediate customer awareness.
- SPARKLE: Given to the exhibitor whose PR campaign generated obvious hype among media, retailer and consumers.
- FUSION: Given to the exhibitor who successfully coordinates promotions, advertising, and publicity programs with direct mail, web site, and trunk show programs.

Liz Donahue joins the jewelry industry with over 15 years in advertising experience as a marketing, branding and creative director. Liz’s vision for marketing and branding luxury products comes from a vast career of designing for top Fortune 500 companies. She has won numerous marketing, advertising, and design awards for her creative angle on branding new products. In the case of launching her new designer jewelry line Starhaven; Liz owned the name meaning (the power to be the star you are) for many years waiting for the right opportunity to launch it. In addition, Liz designed her now infamous “Star” icon as the eternal symbol of her company and collection supported by an elegant, crimson-red design palette. Her marketing efforts through print, media and on her website deliver a consistent message of quality and trust.

*“I have a vision for launching new products. You must create a unique brand personality that not only represents the product but targets the consumer. So when I created the marketing strategy for Starhaven, it had to be very distinctive and memorable, instantaneously representing my new designer jewelry line through media, print, and on the web.” -Liz Donahue*

Liz Donahue is a designer & entrepreneur with an extended expertise in advertising, marketing, product development and manufacturing. Starhaven targets national and international fine jewelry retailers seeking an ornately bold, yet moderately priced designer line. For more information contact Starhaven 972.819.2030 or visit the website [www.StarhavenUSA.com](http://www.StarhavenUSA.com)