

# Liquidation Channel Press Release

For Immediate Release

**Summary:** Liquidation Channel will host a 27-hour exclusive Sleeping Beauty turquoise special event.

## Liquidation Channel surprises customers with a coast-to-coast Sleeping Beauty turquoise event

The Liquidation Channel (LC) will host their first-ever 27-hour Sleeping Beauty turquoise special event. LC customers should tune in all day on Saturday, Dec. 6 to get incredibly low prices on genuine gemstone jewelry featuring Arizona Sleeping Beauty turquoise.

This exclusive coast-to-coast event is set to be the last of its kind, featuring this increasingly rare and top trending gemstone. The event will be broadcast from 11 p.m. CT on Dec. 5 until 2 a.m. CT on Dec. 7.

The 27-hour event will showcase the popular robin's egg blue gemstone, named after the Arizona Sleeping Beauty Mountains where it was mined. The jewelry show is expected to be one of the most highly anticipated events of the year.

**"This is a historic event for the LC that our customers will not want to miss!" said LC Host Roxanne Wilson. "Sleeping Beauty turquoise is one the most stunning gemstones in the world. It is definitely the perfect gift to give that special lady this holiday season."**

The mines where the gemstone is sourced from have been exhausted, making this stone increasingly rare and even more valuable. Due to the lack of new rough materials and overall scarcity of Sleeping Beauty turquoise, this gemstone has become even more popular and extremely hard to acquire in large quantities. LC has negotiated with gemstone vendors all over the world in order to gather a sufficient supply of this rare and special gemstone to bring this exclusive event to its customers.

The popular Arizona Sleeping Beauty turquoise is one of the hottest trends in the specialty jewelry industry. Turquoise as a whole has been called a "gemstone of the people." It has been revered by many cultures for thousands of years as a holy stone, a talisman and a bringer of good fortune.

For more information on updates and specials, stay tuned to <http://www.liquidationchannel.com/> or [www.facebook.com/shoplctv](http://www.facebook.com/shoplctv).

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About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is an Omni-channel business comprised of a home shopping TV network, an ecommerce business, and an outside sales/wholesale segment. It is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. LC specializes in delivering Exceptional Quality, Exquisite Designs, and Outstanding Value, while providing a low-price guarantee on each of its products. The channel's unique jewelry is available online at [LiquidationChannel.com](http://LiquidationChannel.com) and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 159, ROKU, AT&T U-Verse 399 and 1399 (HD), and local cable channels.