

# Liquidation Channel Press Release

For Immediate Release

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## **LC celebrates September's birthstone with a month of their best sapphires**

Sapphire is the official birthstone of September, and all month long the Liquidation Channel (LC) will be showcasing their best collection of sapphires in a variety of spectacular colors, starting with a 12-hour 'Colors of Sapphire' TV event, beginning Saturday, Sept. 6 airing from noon to 11:59 p.m. CT.

Shoppers can stock up on blue, yellow, green, orange, pink, and chocolate sapphires all of September on TV and on the Web. The different colors of sapphires are treasured among gem collectors, beloved for their rarity and stunning hues.

Sapphire is a variety of the mineral corundum, one of the hardest minerals on Earth. The word sapphire comes from the Latin word sapphirus, meaning "blue." However, there are a great number of varieties of sapphire that go well beyond the classic blue gemstone, many of which are quite rare and highly sought-after in the gemstone market.

Other gemstones like garnet and tourmaline also come in several colors, but sapphire is second-to-none when it comes to its dazzling range of colors. Sapphires are also one of the toughest gemstones, second in hardness only to diamonds. It ranks a 9.0 on Moh's mineral hardness scale.

**"There's no doubt that sapphire is one of the most popular gemstones in the world of fashion," LC's General Merchandising Manager Ankur Sogani says. "We will be bringing a large variety of colored sapphires at incredible prices. Our buyers have been working hard to hand pick only the best sapphires for our customers."**

To get in on all these amazing sapphire deals or for more information visit [www.Liquidationchannel.com](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 a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. Through a precisely and fully integrated system, the Liquidation Channel 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.