

NATURAL DIAMONDS

REAL. RARE. RESPONSIBLE.

PRESS RELEASE

Natural Diamond Council Launches New Global Platform Focused on Unique Values of Natural Diamonds: *Real. Rare. Responsible.*



Northwest Territories, Canada

New York, NY – March 8, 2024 – Natural Diamond Council (NDC) announces a new platform that underscores the unique beauty and rarity of natural diamonds, and the ethical responsibility inherent within the global natural diamond industry: *Real. Rare. Responsible.*

“Our mission is to inspire and educate consumers on the unique values of natural diamonds and the positive impact and commitments of the industry,” said Kristina Buckley Kayel, Managing Director & CMO, North America at NDC. “The new framework of *Real. Rare. Responsible.* cohesively ties in our mission throughout NDC's editorial destination (naturaldiamonds.com), celebrity ambassador and sustainability global advertising campaigns, as well as all social channels. In doing so, these real, billion-year-old finite geological marvels, and the responsible and positive impact of the industry are conveyed consistently across all consumer touchpoints directly and through our retail partners.”

NDC's Global Ambassador **Lily James** experienced the importance of real, rare, responsible firsthand through two discovery trips. After James' “life-changing” visit to [Botswana](#), where she toured the Karowe Diamond Mine, experienced the beauty of the Orapa Game Park, and met with the students at Livingstone House Primary School, she was inspired and eager to learn more about the positive effects of diamond recovery in other regions of the world.

Last week, NDC and James embarked on a discovery adventure of the **Northwest Territories (NWT) of Canada**. It is still a little-known fact that Canada is the world's third largest producer of diamonds, with the first discovery in the region in the 1990s. Canadian Diamonds are found in the remote Subarctic corner of the world and are predominantly white, high-end 'bridal quality' gems.

The discovery trip comprised diamond destinations such as the remote ***Gahcho Kué Diamond Mine*** site, and ***Rio Tinto's*** Yellowknife splitting facility where they consolidate all rough diamonds to inspect, sort, and assess value. Once-in-a-lifetime experiences included catching the Aurora northern lights, traveling

across the infamous Ice Roads, and attending a cultural experience to learn about how the natural diamond industry supports the Yellowknives Dene First Nation traditional way of life.

“In addition to Botswana representing a vital part within the natural diamond industry, it’s important to share with the world the fact that Canada also remains an integral role as a natural diamond producer,” shared David Kellie, CEO of NDC. “Visiting the NWT for the first time with Lily was immensely rewarding,” notes Kellie. “By promoting transparency, sustainability, and ethical practices, the NDC seeks to highlight the extraordinary journey of natural diamonds from mine to market. Through bringing awareness to this region, NDC aims to empower consumers to make informed decisions about their diamond purchases,” adds Kellie.

The Canadian diamond industry is a vital and responsible one. Nearly \$18 Billion of diamond recovery benefits have gone toward local businesses, with a focus and financial contribution of over \$8 billion to Indigenous and local people. NWT diamond recovery activity also supports several educational opportunities and skill training organizations. Reducing carbon emissions remains an environmental priority, including through alternative sources and technologies of energy such as Rio Tinto’s Wind Turbine farm.

The diamond mining companies have a zero-interference policy and work tirelessly with local communities and universities to study and protect the natural environments, wildlife and ecosystems of the region, home to the grizzly bear, caribou, fox, wolverine, and bison, as well as magnificent landscapes of Arctic tundra, boreal forest, and lakes.

About Natural Diamond Council

Natural Diamond Council is a not-for-profit organization committed to inspiring and educating consumers on the real, rare, and responsible values of natural diamonds and the positive global impact of the industry. Our *Only Natural Diamonds* platform is the authoritative publisher on all things natural diamonds including myth busting facts, celebrities and pop culture, epic diamonds and jewelry trends, engagements and weddings, and diamond buying guides. In addition, we provide marketing, promotional, and educational services to brands, designers, and retailers, encouraging them to amplify the values and integrity of natural diamonds.

NDC is a global organization whose members’ operations span four continents and ten countries including Canada, South Africa, and Botswana. Their operations support the livelihood of 10 million people worldwide.

NDC operates out of offices in New York, Shanghai, Mumbai, and Antwerp, with satellite teams in the UK and France.

For press inquiries, please contact Elana@naturaldiamonds.com