

# Email Blast: Campaign for Natural Pearls

January 2023

- **Objective:** Promote natural pearls and encourage booth visits at the Tucson AGTA Gem Fair.
- **Target Audience:** Mailing list subscribers from the gem and jewellery industry.

Sample Content:

**Subject: Invitation to Rapaport Natural Pearls**

Dear [Recipient's Name],

Working in partnership with the Bahraini government's Institute for Pearls and Gemstones (DANAT), the Rapaport Group will offer select U.S. retailers and dealers a unique opportunity to stand out in the pearl market.

You are invited to join this select group of partners participating in the Rapaport Natural Pearl program. Please schedule an appointment with one of our pearl experts via our appointment scheduler. You are also invited to visit us at our booth # 1726 at the Tucson AGTA Gem Fair from January 30 - February 4 to view and to learn more.

Rapaport and DANAT are united in our dedication to the creation of an ethical and transparent natural pearl market. The natural pearls are ethically sourced from licensed Bahraini divers under rigorous regulations that ensure environmental protection and sustainability. Every pearl's authenticity and quality are certified by DANAT, underscoring our promise of integrity and excellence.

The Rapaport Natural Pearls Team