

## Pennachio Jewelers to Mark 4th Anniversary with Unique Treasure Hunt

**GLASTONBURY** -- A Glastonbury jeweler is planning a promotion that will send residents on a treasure hunt throughout the town. Pennachio Jewelers is planning on hiding a 2 carat diamond bracelet worth \$5000 somewhere within the town limits. Participants wanting to find the bracelet will need to go to their website, [www.pennachiojewelers.com](http://www.pennachiojewelers.com) or facebook page, and solve 10 riddles - each riddle taking them closer and closer to the final prize. The person who finds it gets to keep it.



Diamond Journey Bracelet Hidden  
Somewhere in Glastonbury

Ron Drost, who owns the store along with his wife Tracey Pennachio, said the hunt is a way to get people out of the house and enjoy life's moments more, adding that they may even learn something about the town of Glastonbury along the way. "Life's a journey, not a destination," says Drost, "which is why we decided to use a diamond journey bracelet as a prize to remind people to enjoy their own journey."

Drost said a recent hospital stay for his 13 year old son Eric reminded him of how precious life truly is. He wanted to come up with a promotion that would remind people not to take life too seriously. "There is something about the thrill of the hunt," says Drost, who along with his son Eric, has been into Letterboxing - an intriguing outdoor pastime that combines navigation skills and problem solving to locate hidden objects placed around the world. He says there are over 4100 letterboxes hidden throughout Connecticut alone. While letterboxing leads you to a small weatherproof box containing a notebook and rubber stamp, this hunt will lead you to a true treasure.

The hunt starts on March 22, 2012 at 10am when the first riddle is released. Each subsequent riddle will be released on consecutive days thereafter with the solutions referring to a location within Glastonbury or providing specific information for continuing the hunt. The hunt also kicks off a month long sale at Pennachio Jewelers marking their 4th anniversary.

Drost also says that for those who think Glastonbury residents will have an unfair advantage, using on-line tools should allow anyone from any location to solve the riddles without ever leaving their computer, although he goes on to say that does defeat one purpose of this journey - getting out and enjoying life's moments.

Pennachio Jewelers is a full service fine jewelry store. Their services include expert jewelry repair, custom design orders and engraving, as well as appraisal and consignment services. Pennachio Jewelers is located at 120 Hebron Avenue in Eric Town Square in Glastonbury CT and can also be found on the web at [www.pennachiojewelers.com](http://www.pennachiojewelers.com).

For information: [www.pennachiojewelers.com](http://www.pennachiojewelers.com) or  
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