

Unique Treasure Hunt Returns to Mark Pennachio Jewelers' 6th Anniversary

GLASTONBURY, CT -- For the third time in as many years, Pennachio Jewelers is planning an anniversary promotion that will send participants on a treasure hunt, actually four treasure



hunts, throughout Connecticut. This year's version has many new twists, most notably there being four prizes instead of just one. Four white gold and diamond pendants, valued at \$1,000 each, are hidden somewhere within four different towns in Connecticut and four riddles will lead participants to each diamond pendant if they are clever enough to solve the riddles and get there first. There is no limit to the number of pendants any one person can find. Pennachio Jewelers is also giving out a \$1,000 gift card to the person who finds their pendant in the least amount of time. Participants will need to go to www.pennachiojewelers.com or Pennachio Jewelers' Facebook page for more information.

Ron Drost, who owns the store along with his wife Tracey Pennachio, said that last year's hunt, where they gave away a \$10,000 diamond and ruby bracelet to mark their 5th anniversary, was originally intended to be the final one since each

hunt takes about six months to plan and implement. They also gave away a \$5,000 diamond bracelet for their 4th anniversary hunt.

"We had so many people participate and they had so much fun and have been asking us all year if we planned on doing another that we just had to do it again this year," says Drost. "What is challenging is keeping the hunt fresh and new, so this year we actually took feedback from previous year's participants and set up something completely different. One popular suggestion was to have more prizes, each for less value, to increase the odds of winning. We were also told that Glastonbury residents had an unfair advantage since that is where we hid the treasure the previous two years. So we incorporated this feedback and this year we have four separate hunts throughout four different towns in Connecticut."

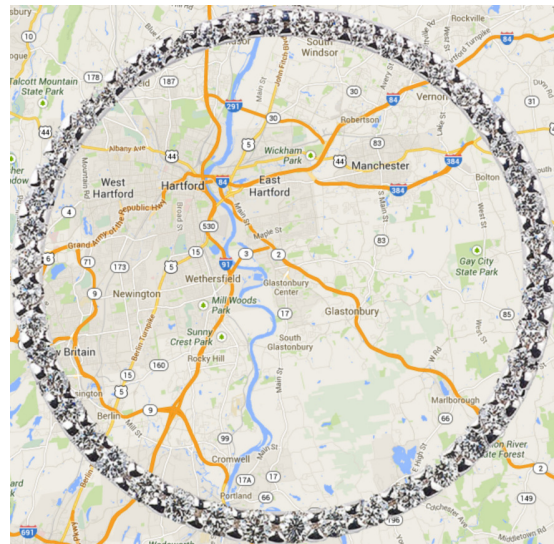
According to Drost, a primary goal of all the hunts has been to raise awareness of what is truly important in life. "This year we chose 'Circle of Life' as our theme. This phrase has many meanings to many different people. People live on through their children & their children's children, within nature various creatures die so that others can live, we are all connected and our lives affect each other are just a few. However they interpret these words, we just hope people find time to appreciate how precious life truly is. Nothing is forever and life passes so quickly. Each day is a gift and every moment that passes by is one you can never get back," Drost says.

And it seems like their goal of making people aware of what is important in life is paying off. Drost recalls several inspirational stories from previous hunts of children with special needs participating, families coming together from all over the world helping each other solve the riddles, and even a story of what seems to be the hunt saving a marriage that was on the rocks. "A couple visited us after one of the hunts and told us they were about to end their marriage but decided to do the hunt together anyway. They had so much fun and laughed so much together that they had a renewed interest in staying together and they thanked us for that," Drost says.

To emphasize this year's theme, Pennachio Jewelers chose to give away four 'Circle of Life' diamond pendants. In addition, they came up with a clever map that shows a boundary, defined by a circle of diamonds, within which the four diamond pendants are hidden.

While the hunt sounds challenging, Pennachio Jewelers is helping participants by stating the four C's of diamonds (cut, carat, color, and clarity) will provide specific hints within each riddle. In addition, participants who visit Pennachio Jewelers starting March 1 will receive a card containing four important clues (one for each hunt) to help them find where the pendants are hidden. Drost says, "The hunt is full of surprises and even some pirates here and there. It is designed to get people out of the house to do something fun together whether it be with a spouse, kids, or a group of friends."

This year's hunt starts on March 15, 2014 when the first riddle is released and no purchase is necessary to participate. Each subsequent riddle (four in all) will be released on consecutive Saturdays thereafter. The hunt also kicks off a month long sale during April at Pennachio Jewelers marking their 6th anniversary.



The Pendants Are Hidden Somewhere Within The Circle of Diamonds

Pennachio Jewelers is a full service fine jewelry store. Their services include expert jewelry repair, custom designs 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.

For information: www.pennachiojewelers.com or
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Official hunt website: www.pennachiojewelers.com/diamond_pendants_hunt
Official hunt YouTube page: www.youtube.com/watch?v=jWoMINizt6c
Official hunt Facebook event page: www.facebook.com/events/283505118440925/

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