

Winners 'Dig for Diamonds' in Cakes in a FOX/Whiteflash Promotion

HOUSTON, Texas – Mar. 16 (SEND2PRESS NEWSWIRE) – A lucky winner screamed with delight as she uncovered a dazzling three-carat 'A Cut Above' Princess cut diamond (The most visually balanced(TM) diamond in the world) set in a platinum Champaigne setting. 33 other winners dug through wedding cakes to find one-carat "Expert Selection" diamond rings from online boutique Whiteflash.com.



Send2Press Newswire

The exciting promotion took place in 31 cities across the USA last Friday, March 2 to celebrate The Wedding Bells, a new FOX series from producer David E. Kelley, which airs on FOX (www.fox.com/weddingbells), Fridays 9/8c.

Decked out in veils and all-things-white, thousands of hopefuls gathered to win an opportunity to "dig for diamonds." Celebrities were on-hand at event sites, providing entertainment to gathering crowds until finalists were chosen to race through a wedding obstacle course. Onlookers shouted encouragement, as contestants enthusiastically destroyed beautiful cakes to see who would claim the ultimate prize. Cheers erupted for each site's winner as the shining prize was uncovered. Other finalists received gifts from local event hosts.

Wedding Bells stars Teri Polo, KaDee Strickland, Sarah Jones and Chris Williams congratulated winners at the Hollywood event, covered by Entertainment Tonight, Access Hollywood, Extra, FOX News, Wire Image, Getty Photos and the Associated Press.

Brian Gavin and Debi Wexler, co-founders of Whiteflash.com, the exclusive jewelry partner of FOX's The Wedding Bells, extended congratulations to all 33 winners.

Gavin reinforced the classic saying, "Everyone loves diamonds. They're a girl's best friend." Wexler added, "This partnership is perfect. The show looks great. Wedding Bells deals with brides and so do we, every day, from the sweetest angel-brides to bridezillas."

Whiteflash.com is an online boutique specializing in precision-cut diamonds and custom jewelry creations. The new TV series, from the acclaimed producers

of Ally McBeal, Boston Legal and The Practice, is a romantic "dramedy" about a family-owned wedding planning business.

For more information, log on to www.whiteflash.com or call 877.612.6770.

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