



Responsible Jewellery Council

NEWS RELEASE

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RESPONSIBLE JEWELLERY COUNCIL APPOINTS NEW COMMUNICATIONS MANAGER

The Responsible Jewellery Council (RJC) is pleased to announce that effective immediately, Mrs Mila Bonini will join the RJC as its Communications Manager.

In this role, Mrs Bonini will be responsible for the development and execution of the Council's communications and public relations efforts. She will communicate those efforts to the Council's membership, industry stakeholders, non-industry stakeholders (such as non-governmental organizations), trade and consumer media. Additionally, Mrs Bonini will be responsible for the development and execution of the Council's support materials and services including; newsletter, website content, news releases. She will also coordinate the media efforts for the Council and maintain and enhance the Council's brand identity.

Known across the jewellery industry, Mrs Bonini held the senior administrative/communications role with the World Jewellery Confederation (CIBJO) for seven years. She was the primary contact for CIBJO's membership communications, coordinator of trade press enquires and was the exclusive liaison for the Confederation's annual Congress.

"We are very pleased that Mila has joined the Council in this key role. With her strong contacts throughout the industry in all key markets, the Council is now perfectly poised to execute its communications activities through 2009 and beyond," says Michael Rae, CEO, RJC.

"Holding a dual role as Vice Chair of the Council as well as its Communications Committee Chair, I am delighted that Mila has undertaken this role. Her work with CIBJO, as well as her previous career in Milan's fashion and trade fair industry, has given her wonderful experience for this new role with the RJC," says John Hall, General Manager, External Relations, Diamonds, Rio Tinto.

Mrs Bonini will work from Milan. She can be reached at:

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