



Carat Doing Its Best in Fight Against Breast Cancer

Jeweler's family hit hard by cancer; not going to lie down and take it.

Santa Rosa, CA, October 13, 2007 --(PR.com)-- Experts everywhere argue the benefits of carrots in the fight against cancer. But this fight is being fought by a diamond, not a vegetable. During the next 9 days E.R. Sawyer Jewelers is auctioning off a 1.27ct diamond at www.ersawyer.com with the starting bid less than half of average wholesale. Once sold 50% of the proceeds over the starting bid will be donated to Sutter Breast Care Center to purchase a dedicated breast MRI.

Breast cancer touches many families and is particularly close to E.R. Sawyer Jewelers. In 2007 Doug Van Dyke, Owner, of E.R. Sawyer Jewelers, lost his wife to a 12 year battle with breast cancer. "This is a cause I know far too well. I will do everything in my power to ensure my daughter will never have to fight this disease," said Van Dyke.

Van Dyke is hoping that the bids on the diamond go well above the wholesale value in support of the center. Along with the diamond there will be in store events featuring designers each Saturday during the month of October. The store will be donating 5% of October 2007 in store sales to the center.

Founded in 1879 E.R. Sawyer Jewelers located in Santa Rosa, California, is the oldest retail business in the County. Doug Van Dyke has always been a strong supporter of the community and has now made the battle against breast cancer his main focus for charities.

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If you'd like more information about this topic or to schedule an interview with Doug Van Dyke, please call Sarah Walker at 707-546-0372 or email at pr@ersawyer.com

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