

# BIRKS & MAYORS

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## **SASSON BASHA, PRESIDENT OF AARON BASHA, TO “CHARM” PATRONS WITH PERSONAL APPEARANCE AT MAYORS, VILLAGE OF MERRICK PARK IN CORAL GABLES**

**TAMARAC, Fla.** – April 22, 2009 – In honor of Mother’s Day, Mayors, Swanee DiMare and the American Red Cross Greater Miami & The Keys will host an exclusive personal appearance by Sasson Basha, president of Aaron Basha, the world renowned luxury jeweler, for select patrons and media on Thursday, May 7 from 6 – 9 p.m. during the Mayors Prestige Jewels Collection Cocktail Reception.

“We’re thrilled to welcome such a well-known and well-loved designer to our store to celebrate Mother’s Day,” says Birks&Mayors President and CEO Thomas A. Andruskevich. “Whether to congratulate a new mother, or to say thank-you to one that has supported you for decades, there are few better ways to show one’s appreciation than with beautiful jewelry, like Aaron Basha’s unique designs, which are destined to become heirlooms.”

While the famous Aaron Basha Baby Shoe charms are recognized worldwide- and seen adorning Hollywood mothers such as Celine Dion, Jennifer Lopez, Demi Moore, Brooke Shields and Heidi Klum - few know the history and inspiration behind the signature design. After the birth of his first grandchild, Aaron Basha, known to many as the “Godfather of Charms” and also Sasson’s father, created the original Baby Shoe to commemorate the birth of his first grandchild. Aaron credits the success of the Baby Shoe charms to their highly emotional appeal: like a smile, a tiny shoe is a symbol of joy that transcends language and cultural barriers. Now a widely celebrated design, the shoes have since evolved, with more than 200 styles available, including a specialty two-dimensional line, as well as the “luxé” editions from the lavish Era Opulence collection, featuring specialty and one-of-a-kind pieces, several of which will be exclusively available at the Mayors store at Village of Merrick Park in Coral Gables on May 7<sup>th</sup>.

As both president of Aaron Basha and the only son of its namesake jeweler, Sasson is perhaps one of the world’s foremost experts on the celebration of motherhood, as well as on luxury jewelry in general. He personally caters to many of the celebrity clientele that frequent the chain’s flagship Madison Avenue boutique and has been responsible for some of Aaron Basha’s most admirable charitable endeavors to date, including a donation to UNICEF on Mother’s Day 2004 that funded maternal/neonatal tetanus vaccinations for 6,250 women around the globe.

“Our business is about family, children, and love”, says Sasson, “we feel so fortunate and want to give back as much as possible. Partnering for this exclusive event with Mayors for Mothers Day demonstrates the synergy that we share in celebrating special moments every day with our clients!”

Mayors, Village of Merrick Park, located at 342 San Lorenzo Avenue, carries a wide selection of Aaron Basha items, including many of the line’s Baby Shoe charms. The store is open from 10 a.m. – 9 p.m. Monday through Saturday and from 12 – 6 p.m. on Sundays.

Proceeds from the evening's sales will benefit the American Red Cross Greater Miami & The Keys and its mission to provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies.

**About Birks&Mayors:**

Birks & Mayors, Inc. (Amex "BMJ") operates 69 luxury jewelry stores across Canada, Florida and Georgia. The company posted annual sales of \$314.8 million in fiscal 2008 and employs more than 1,000 employees in Canada and the United States. Birks & Mayors also designs and manufactures fine jewelry, timepieces, sterling and plated silverware and gifts under the Birks brand, which is currently sold through Birks and Mayors retail channels. Founded in 1879, Birks is Canada's premier luxury brand and is the Official Supplier of Jewelry for the 2010 Olympic and Paralympic Winter Games. For more information, please visit [www.birksandmayors.com](http://www.birksandmayors.com).

**About Aaron Basha:**

Aaron Basha is a luxury jeweler known best for its unconventional designs, most notably the jeweled baby shoes, frogs and ladybugs. Aaron Basha has been setting style precedents internationally since its patriarch and namesake began designing and retailing jewelry in the 1950's. The complete collection can be seen at the Aaron Basha flagship boutique located at 680 Madison Avenue in the heart of New York's luxury shopping district, as well as Neiman Marcus, Saks Fifth Avenue and other fine department, jewelry and specialty stores worldwide. For more information, visit [www.aaronbasha.com](http://www.aaronbasha.com).

**About the American Red Cross Greater Miami & The Keys:**

The American Red Cross is a non-profit humanitarian organization, which provides relief to victims of disaster and helps people prevent, prepare for and respond to emergencies. The American Red Cross Greater Miami & The Keys offers health and safety programs and international, disaster relief and armed forces emergency services to the residents of Miami-Dade and Monroe Counties. For more information, visit [www.miamiredcross.org](http://www.miamiredcross.org).

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