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### **David Tishbi Handcrafted Jewelry Wins 2009 Golden Apple Award for Viral Visionary**

LOS ANGELES, CA (August 1, 2009) – JA New York honors designers and exhibitors at their annual New York Summer Show. The Golden Apple Awards acknowledge the efforts of exhibitors in their creative marketing campaigns, promotions and public relations. This year the Viral Visionary Award was presented to David Tishbi Handcrafted Jewelry.

With advancing technology, online marketing initiatives are today essential to any company. Aware of the emerging importance of web presence, David Tishbi has made it a vital part of the company's marketing plan. Enlisting the efforts of popular social networking sites, such as Twitter and Facebook, combined with email marketing as well their own website, it was a skillfully coordinated a campaign from the start. Using a consistent marketing message, imagery and promotion, the company was able to expand their brand awareness to a wider audience. "Receiving this honorable award is a very exciting time for us!" a happy David Tishbi proclaimed. "We would like to thank JA New York for allowing us to participate in this wonderful event and hope to continue to receive recognition for our designs and efforts."

Check out the buzz and follow more insights from David Tishbi Handcrafted Jewelry on their Twitter page [here](#), and become a fan on Facebook [here](#). You can also see all their unique handcrafted designs on their website [here](#). This is the [second award](#) this year received by the well-accomplished jewelry company, as they received an award for best ring design from 2009 Jewelers Choice Awards. David Tishbi Handcrafted Jewelry specializes in "two-tone" jewelry and is carried in 500 retail establishments worldwide.

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2009 Viral Visionary Award

