

MEDIA ADVISORY



**New Setting for Hope Diamond to be Revealed Wednesday,
September 23 at Smithsonian's National Museum of Natural History**

Gem Will Go on Display with New Setting in April 2010 to Coincide with Smithsonian Channel Premiere of Hope Diamond Special

Crews And Press Are Welcome At Event

What: The vote is in! To mark the 50th anniversary of the world's most famous diamond being donated to the Smithsonian Institution, **Smithsonian Channel** invited the American public to cast their vote on a new commemorative setting for the Hope Diamond, from three designs created by Harry Winston Jewelers. Now, with over 100,000 total votes being cast over the last month on Smithsonianchannel.com, the winning setting has been chosen and will be revealed September 23 at the Smithsonian's National History Museum today in Washington, D.C.

The diamond will remain on display in its natural form with no setting at all, in the Smithsonian Museum's Winston Gallery in the Hall of Geology, Gems and Minerals until April 2010, when it will be being displayed in its new setting.

The unveiling of the diamond in its new temporary setting next spring will coincide with the premiere of Smithsonian Channel's "Mystery of the Hope Diamond" documentary—a high-definition film about the full story of the diamond, from its birth to its mysterious journey through Europe and to its final home at the Smithsonian.

Who: David Royle, Executive Vice President for Programming and Production, Smithsonian Channel
Cristián Samper, Director, National Museum of Natural History
Jeffrey Post, Curator of the Gem and Mineral Collection, National Museum of Natural History

When: Wednesday, September 23 at 9AM

Where: Smithsonian National Museum of Natural History
10th Street and Constitution Avenue N.W.
Washington, DC

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