



Mauri Pioppo Unveils the **LiveGreen** Collection

New York, NY – Celebrity jewelry designer, **Mauri Pioppo**, is showing her support for the environment with her new, **LiveGreen** collection - the latest addition to her Karma collection that “gives back”. In alignment with its message, this unique collection is crafted from recycled metals and donates 15% of all proceeds to the **Natural Resources Defense Council (NRDC)**. Going forward, all of her collections will be made using reclaimed metals.

The NRDC’s purpose is to safeguard the Earth: its people, its plants and animals and the natural systems on which all life depends. They work to restore the integrity of the elements that sustain life, air, land and water and to defend endangered natural places. The NRDC affirms the integral place of human beings in the environment, striving to protect nature in ways that advance the long-term welfare of present and future generations. They also work to foster the fundamental right of all people to have a voice in decisions that affect their environment. Ultimately, NRDC strives to help create a new way of life for humankind, one that can be sustained indefinitely without fouling or depleting the resources that support all life on earth.

When designing the **LiveGreen** collection, Pioppo felt compelled to use recycled gold because there is no environmental destruction, no contaminated fresh water, and no displaced communities harmed during the mining process. Pioppo believes in karma, making it a point to give back to the universe for her life’s blessings. “I am motivated to share my energy, giving back to the organizations that channel their efforts into guiding us to take action in ways that make a difference in our world. This is one of my passions. What we do matters”, says Pioppo. “Each of us does our part in contributing in the ways we know how. I convey the message through this medium. Creating something beautiful that serves as a reminder to choose to live consciously”.

FACT: The production of 1 gold ring can generate 20 tons of waste! Mining for gold contaminates water and land, endangers the health of humans and animals, and disrupts the way of life of indigenous peoples. It is one of the most destructive industries in the world: socially, environmentally and economically. Because of this fact, Pioppo is committed, now more than ever, to nurturing and protecting our precious earth by only using recycled gold!

For more information on the **Natural Resources Defense Council (NRDC)** please visit www.nrdc.org



Small **LiveGreen** necklace

Price: Sterling silver – \$225.00 / 14kt white or yellow gold – \$365.00

Large **GREEN** necklace

Price: 14kt yellow gold \$820.00



The **LiveGreen** collection is available at www.mauriopioppo.com