

## FOR IMMEDIATE RELEASE

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### **PANDORA GRAND OPENING IN COLUMBIA MALL SET FOR NOVEMBER 14th-15th**

Columbia, Maryland (October 15, 2009) – PANDORA, an international jewelry company, announced today the Grand Opening Celebration of PANDORA in Columbia Mall, Columbia, MD on November 14<sup>th</sup> and 15<sup>th</sup>, 2009. The Denmark-based company is known for its customizable charm bracelets with its selection of more than 600 handcrafted silver and 14-carat gold charms, some with precious and semi-precious stones. The store will exclusively carry the full PANDORA jewelry line, including charms and matching jewelry, all of traditional Danish design.

A portion of all sales during the Grand Opening Celebration will be donated to "Blossoms of Hope," a Howard County charitable organization with the mission of bringing beauty and hope to the community. The project brings hope to individuals and families within our community who are coping with cancer through its contributions to Howard County General Hospital's Claudia Mayer Cancer Resource Center and beautifies Howard County by planting cherry trees. In addition, all proceeds from a raffle for a specially created "Blossoms of Hope" bracelet will be donated to "Blossoms of Hope." Tickets will be available for a \$10 donation per ticket during the Grand Opening Celebration. There will also be a free PANDORA accessory gift with purchases of \$100 or more, while supplies last, during the grand opening celebration. Visit store for more information.

PANDORA's new Columbia Mall location will serve communities in the Baltimore-Washington metropolitan area. The store will be located on the lower level between Nordstrom and Macy's in Columbia's premier shopping destination, Columbia Mall, located at 10300 Little Patuxent Parkway in Columbia, Maryland.

"We are very excited about the opening of PANDORA in Columbia Mall and the chance to be a partner in the work that "Blossoms of Hope" does to make Howard County such a beautiful place to live and work and to help those coping with cancer through the support of the Claudia Mayer Cancer Resource Center. We encourage customers to come in during our Grand Opening Celebration to experience the entire PANDORA collection in one place, and be a part of helping our community," said Diane Meyer, owner of PANDORA.

PANDORA is a global Danish brand that has been making its mark on international jewelry fashion for 25 years and has become known for its high standards, craftsmanship, quality, and design. PANDORA's customizable charm bracelets and matching line of rings, earrings, and necklaces are all handcrafted from 14-carat gold and sterling silver, many with precious stones such as topaz, sapphire, amethyst, or brilliant-cut diamonds at a range of entry price points. To view the PANDORA collection and build a bracelet online, visit [www.pandora-jewelry.com](http://www.pandora-jewelry.com).

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