



MEDIA RELEASE

FOR IMMEDIATE USE

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150 YEARS OF SECURITY SUPPORTS AT THE INTERNATIONAL JEWELLERY FAIR

JAA International Jewellery Fair (IJF)'s organisers Expertise Events is proud to announce that their official security transporter **Brinks Security** will be celebrating their **150th Anniversary** during the Fair on August 30 – September 1, 2009 at Sydney Exhibition Centre, Darling Harbour.

“**Brinks Security** is partner of the **International Jewellery Fair (IJF)** and a pioneer in protecting the diamond and jewellery industries around the World. They provide on-site staff assistance and overnight secure storage for exhibitors”, said event organiser, Gary Fitz-Roy, Managing Director, Expertise Events.

To commemorate **Brinks' 150th Birthday**, the **International Jewellery Fair** have organised a special cake cutting ceremony in the foyer at 9.15am on August 30 2009, the first day of the Fair.

‘We have had **Brinks Security** as a partner for the **International Jewellery Fair** for over ten years’ and we are looking forward to helping them celebrate 150 years in operation”.

Founded by Perry Brink in 1859, with a horse drawn wagon and a dream, **Brinks Security** is now a global leader in business and security systems. Thousands of companies, including banks, retailers, governments, mints, diamantaires and jewellers, trust Brinks' 800 facilities and 8,900 vehicles in 50 countries on six continents with secure transportation of their most precious assets.

‘Over the past 150 years, **Brinks Security** has protected everything from the *Magna Carta*, the first moon rock sample to *The Hope Diamond* so buyers making purchases and exhibitors on-site can feel every confidence that Brinks Security will be able to protect jewellery merchandise”.

The **International Jewellery Fair** in Sydney provides security for visitors and exhibitors that is world class. **Brinks Security** is a key part of that team. This combined with a number of other security measures are designed to provide confidence and convenience.

‘The IJF is renowned for bringing the best of the Industry together, providing them with a superior event in a safe environment to do business”, said Gary Fitz-Roy.

For visitor or exhibition information visit www.internationaljewelleryfair.com.au or call +61 2 9452 7575.

Where & When: International Jewellery Fair Sydney (IJF)
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009

Information & Registration: Call + 61 2 9452 7575 or visit www.internationaljewelleryfair.com.au

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MEDIA ENQUIRIES

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call **02 9452 7575**.