

FOR IMMEDIATE RELEASE:

WhiteFlash.com Pushes Youth 'AWEARness' at Teen Choice 2008

HOUSTON, Texas, Sept. 4, 2008 (SEND2PRESS NEWSWIRE) -- Rubbing shoulders with Hollywood's elite is nothing new for the internet's premier online jewelry retailer WhiteFlash.com. This past weekend at the zany and fun Teen Choice 2008, WhiteFlash.com flexed their power and shouted their message of youth "AWEARness" as one of the featured sponsors in the highly exclusive Mattel "Celebrity Retreat" during the Awards at the Gibson Amphitheatre - Universal Studios, Hollywood, CA.

*(PHOTO Link 72dpi: Send2Press.com/mediaboom/08-0904-WhiteFlash_72dpi.jpg)

*(Photo Caption: WhiteFlash.com AWEAR line at Teen Choice Awards.)

The Retreat was produced by Backstage Creations, specialists in award show gifts and custom backstage Celebrity Retreats. Teen Choice 2008, which aired on August 4th at 8PM/7PM CST on FOX, was a huge hit with the young Hollywood elite.

Teen sensation Miley Cyrus hosted the tenth annual edition of TEEN CHOICE, celebrating the hottest teen icons in film, television, music, sports and fashion. The featured performances by multi-platinum recording artist Mariah Carey, with appearances by Zac Efron, Chris Brown, Selena Gomez, Steve Carell, Chace Crawford, Hayden Panettiere, Kristen Bell, Scarlett Johansson, Jesse McCartney, Brittany Snow, Drake Bell, Mischa Barton, Sophia Bush, Ryan Sheckler, Chad Michael Murray, Pink, Jaime Pressly, Minka Kelly, JoJo, Danica Patrick, and more!

The fun escalated once the stars hit the coveted Mattel "Celebrity Retreat," chalk full of luxurious giveaways and goodies. WhiteFlash.com sparkled under the tent as they showcased their new AWEAR: Jewelry for Conscious Kids collection. The Collection was developed to inspire youth on a global front by supporting efforts to provide educational opportunities and build stability for those children who have been victimized by the illicit trade of conflict-diamonds throughout the world. Amazingly, which grab the attention of celebs and VIP's, 25% of all profits from the new Collection goes to support the healthcare and educational development of child victims of conflict diamonds in effected countries.

The young ladies of Hollywood flocked in droves to get their hands on a little something to prove that they too were conscious and AWEAR. Celebrities walking away with goodies from the new line included: popular singers like Jordin Sparks, Natasha Bedingfield, The Cheetah Girls, The Clique Girls, Danity Kane and rapper Lil Mama. Other lucky ladies that can now consider themselves AWEAR are actresses Sophia Bush, Megan Park, Brenda Song, Kaycee Stroh, Oleya Rulin, Francia Raisa, Niecy Nash and India Easley.

Rapper and mogul LL Cool J demonstrated that even the fellas think it's cool to be "AWEAR" as he shopped for gifts for his daughter at the WhiteFlash.com booth and commented that the new line was "tight." Other guys joining in the shopping for the ladies in their lives included: producer extraordinaire and American Idol judge Randy Jackson; R&B sensation Chris Brown; fashion icon Steven Cojocar and Hannah Montana star Mitchel Musso.

Sold exclusively at WhiteFlash.com, the AWEAR line of trendy and classic diamond encrusted charms retail from \$250 to \$1,500, making them ideal gifts for a birthday, graduation, Bat Mitzvah, first communion, confirmation or any other meaningful occasion when a child first learns that the future belongs to her... and that you hope she'll take care of it.

For more information about the AWEAR: Jewelry for Conscious Kids collection, visit <http://www.whiteflash.com>.

No celebrity endorsement claimed or implied.

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