



RICHMOND BUSINESS Alliance

Central Virginia's LGBT-Friendly Chamber of Commerce
A Not For Profit Organization

May 5, 2014

PRESS RELEASE

VICTORY, VINO & VOWS (V³): CELEBRATING MARRIAGE EQUALITY & ETIQUETTE

LEWIS GINTER BOTANICAL GARDEN: ROBIN'S ROOM

THURSDAY, MAY 15, 2014

6:00P.M. - 8:00P.M.

The Richmond Business Alliance ("RBA")

The RBA is central Virginia's LGBT-friendly Chamber of Commerce for businesses, nonprofit organizations and working professionals of all ages in both the public and private sectors. The RBA's mission is to effectively incorporate the commercial, economic and professional interests of the LGBT community with those of the greater Richmond business community at large. The RBA provides its members opportunities for:

- Professional & Educational Development
- Economic Expansion
- Community Engagement

Lewis Ginter Botanical Garden

The RBA is thrilled to host V³: **Celebrating Marriage Equality & Etiquette** @ [Lewis Ginter Botanical Garden](#) (1800 Lakeside Ave., Henrico, VA 23228) on Thursday, May 15th from 6:00P.M. – 8:00P.M. V³ will be open to the public for a \$10 (RBA members will receive a discounted admission rate of \$5).

One of the most-visited attractions in the Richmond area, Lewis Ginter Botanical Garden offers year-round beauty on a historic property with more than 50 acres of spectacular gardens, dining and shopping. A classical domed Conservatory is the only one of its kind in the mid-Atlantic. V³ will take place in the **Robins Room**, which contains elegant chandeliers, tall French doors and a formal terrace with bench seating and a water feature.



Adolf Jewelers Presents LGBT Jewelry Designer Rony Tennenbaum

Adolf Jewelers

RELAX. WE'LL MAKE YOU HAPPY.

At V³ one of the RBA's business level members, **Adolf Jewelers**, will present renowned jewelry designer, **Rony Tennenbaum**, who will showcase his unique line of same sex wedding jewelry and lead a discussion called, "**The New Etiquette of the Rainbow in LGBT Engagement & Marriage.**"

With marriage equality making major strides across the country, the burgeoning same-sex wedding industry is attracting a wide range of companies in the wedding business. Adolf Jewelers is expanding its family of customers to include the LGBT community by adding the [Rony Tennenbaum](#) line, a wedding jewelry collection designed to celebrate marriage and equality.



Rony Tennenbaum has been sending a strong message of inclusiveness to the LGBT community for almost a decade. As a wedding jewelry designer for over 25 years, Tennenbaum's unique wedding and

engagement ring styling is driven by sentiment and built with fashionably timeless features. Recognizing the lack of attention the LGBT community was receiving in wedding jewelry, Tennenbaum designed his brand to showcase high-end fashions that have evolved beyond stereotypical rainbows and triangles.

More than just a designer, Tennenbaum understands the need to educate a generation of retailers as well as consumers who are facing new traditions and etiquettes. His outreach to the community on “**The New Etiquette of the Rainbow in LGBT Engagement & Marriage**” is a step in teaching both retailers and consumers about the new options in wedding jewelry etiquette and purchases.

As the LGBT community redefines the notion of marriage etiquette, visionary retailers such as Adolf Jewelers seek Tennenbaum’s expertise to unite the unique distinctions, preferences and needs of the LGBT community with those of the broader world of jewelry manufacturing. Tennenbaum is also using his expertise and message behind his jewelry to be in the vanguard of a new generation of jewelry consumers.



V³: Celebrating Marriage Equality & Etiquette

V³ will be a lovely wedding themed event featuring a host of local vendors who can assist LGBT couples in a variety of their engagement, wedding and life planning needs:

- Adolf Jewelers & Jewelry Designer Rony Tennenbaum
- [Danny's Flower Market](#)
- BaryLaw, an LGBT-friendly law firm
- A local baker and an event/wedding planner
- A local LGBT-friendly realtor and a financial planner
- Representatives from Equality Virginia and the Gay Community Center of Richmond
- Representatives from People of Faith for Equality in Virginia, an RBA business member

Inkwell, LLC, the media company that publishes [RVA Magazine](#) & [Gay RVA Magazine](#), will sponsor V³.

V³: May 15th is Ideal Timing

Importantly, V³ is nestled between four significant dates for the local and international LGBT community:

1. May 13th – After combining the *Bostic v. Schaefer* and Harris Class Action cases, which are aimed at overturning the 2006 amendment to the Virginia Constitution that defines marriage as between a man and a woman, the [4th U.S. Circuit Court of Appeals](#) will hear oral arguments in Richmond.
2. May 13th – The RBA will award the students behind the [OutRVA campaign](#) at the VCU Brandcenter.
3. May 17th – [CookOUT for Marriage Equality](#): RBA business members **KMI Solutions, LLC** & **Lee Law Office** are hosting a family friendly cookout to support marriage equality in Virginia.
4. May 17th – [International Day Against Homophobia](#): May 17th is a day set aside to fight homophobia marking the World Health Organization’s removal of homosexuality from its list of mental illnesses, which put an end to over a century of homophobia in the medical field.

V³: Details

- **Where:** Lewis Ginter Botanical Garden, 1800 Lakeside Ave., Henrico, VA 23228
- **When:** Thursday, May 15th from 6:00P.M. – 8:00P.M.
- **Cost:** \$10 General Public; \$5 RBA Member

Very truly yours,

A handwritten signature in black ink that reads 'Justin Ayars'.

Justin A. Ayars, JD
Richmond Business Alliance, President

www.richmondbusinessalliance.com