

Why Mom Deserves a[®] Diamond

THE LEGENDARY CONTEST[®]

Founder Diamond Mike Watson understands the importance of origins, family, and expressing ourselves with words.

Watson was adopted as a child by loving parents.

After searching a lifetime, he found both his birthmother and birthfather. Although they had already died, he joyously met his biological relatives and discovered seven siblings.



The annual Umbrella Parade.

In 1993, in honor of his adoptive mother, Martha, and the birthmother he had never known, Watson established the first essay contest for schoolkids to poetically honor their moms.



Founder Diamond Mike Watson.

The Selection Process

Every submission goes through a complex system of sorting, filing, and typing. Contest panel judges carefully review each submission, grading for creativity by grade level.

Being declared a winner is exciting!

The Power of Words

Positive words create positive energy. They empower and inspire us. Throughout our lives, we remember beautiful words that are spoken to us. That is why it is a requirement for essay winners to recite their words to their mothers when they come to receive their prizes.



2026 Diamond Winner, Devin Delgado examines his winning diamond.



The Prizes

One student is awarded a grand prize diamond. Thousands of other kids are awarded genuine amethyst and garnet gemstones.

The Why Mom Deserves a Diamond® contest promotes self-confidence and gives a feeling of accomplishment for students of all ages. It provides the opportunity to think about why their moms are special, teaches them to become powerful writers, and prepares them for a lifetime of success.

The Legacy

Diamond and gemstone winners come to Gallery of Diamonds jewelers, the original sponsoring store. That is where winners recite their writings aloud and place their prizes into the palms of their mothers. This has become a tradition celebrated since 1993.



2024 Diamond Winner
Zennia Achouri and mom, Jwana.



Contest panel judges read and evaluate every submission.



Carmen Watson shows grand prize to 2013
Diamond Winner, Tony Scarsciotti.

By using similes and metaphors, students can now passionately express themselves about a subject close to their hearts.

Most importantly, when kids know they are loved, they grow with a lifelong conviction that they can accomplish anything!



In memory of Martha Watson, whose love gave birth to a legacy. 1920–2006.

The *Real* Prize

For parents who wish to set their winning gemstones, jewelry mountings are available at discounted prices. The gemstone prizes are beautiful and complete without any accompaniment and become a reminder of their child’s words.

The *real* prize, however, has always been the words themselves, and every family that comes to Gallery of Diamonds leaves with a copy of their words.

No purchase is necessary.

The Why Mom Deserves a Diamond® contest is in honor of all those who are significant in our lives.



Diamond Winner, Devin Delgado, with mom Raeanna, family, teacher, principal, and the contestineers.

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1528 Brookhollow Dr. Suite 200
Santa Ana, CA 92705
714-549-2000

www.WhyMomDeservesADiamond.com