

# Why Mom Deserves a Diamond<sup>®</sup>

## THE LEGENDARY CONTEST<sup>®</sup>

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

Adopted as a child by loving parents, Watson discovered his birthmother after searching for twenty years. Although she had already died, he joyously met his biological relatives for the first time.



Diamond Day- 2020.

In 1993, in honor of his adoptive mother and the birthmother he had never known, Watson established the first essay contest for schoolkids to poetically honor their moms. In 2019, Watson found and met his older sister who ‘vanished’ for 62 years.

Today, the contest is in honor of *all* moms and all those who are significant in our lives.



## The Selection Process

Every submission goes through a complex system of sorting, filing, and typing. Teachers selected as contest panel judges carefully review each submission, grading for creativity by grade level. Being declared a winner is exciting!

## The Prizes

Two students are awarded grand prize diamonds. Thousands of other kids are awarded other gemstones.



## 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.



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 be powerful writers, and prepares them for a lifetime of success.

2020 Diamond Winner Braden Nguyen and mom, Terre.



Martha Watson. 1920-2006.



2020 Diamond Winner  
Genevieve Raphael and mom, Gail.

### 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.

Diamond Teachers and Diamond Judges are awarded necklaces.



## The Power of Words



Positive words create positive energy. When we say or read them, they have the ability to encourage, inspire, and even heal 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.

When kids know they are loved they can accomplish anything!

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The Why Mom Deserves a Diamond® contest is praised by hundreds of Orange County teachers and has touched the lives of thousands of kids.

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