

BOARDWALK EMPIRE CREATOR TERENCE WINTER GIFTS CAST AND FELLOW PRODUCERS WITH [PAULA JEROME](http://www.paulajerome.com) JEWELRY FOR GOOD LUCK CHARMS ON THE RED CARPET AT EMMYS®

Atlantic City, NJ, September 14, 2011... [Paula Jerome Designs](http://www.paulajerome.com) is thrilled to announce that the cast and producers of HBO's *Boardwalk Empire* will be smartly clad in her elegant jewelry at the 2011 Emmy® Awards. Terence Winter, creator of the eighteen-time Emmy®-nominated drama, discovered that Ms. Jerome's **Atlantic City Charms** collection serendipitously tie in with the show - the plot follows the life of politician-turned-gangster *Nucky Thompson* in Atlantic City circa 1920. Please visit www.paulajerome.com.

Terence Winter, Creator and Executive Producer, HBO's *Boardwalk Empire*, said, "When I wanted to buy a special gift for my actors and fellow producers following our Emmy® nominations for *Boardwalk Empire*, I needed to look no further once I saw Paula's spectacular Atlantic City-themed jewelry. Her designs are understated yet elegant; her diamond-studded postcard cuff links and sterling silver pendants will be our lucky charms come awards night."

"I never would have dreamed that what began as an homage to my fond memories would make its way to the red carpet," said Paula Jerome. Ms. Jerome, who was born in northeast Philadelphia, used her frequent childhood summers in Atlantic City as her inspiration for the collection. "I am so honored that **Terence Winter** believes strongly enough in my jewelry to share it with his brilliant colleagues," she continued.

In 2008, Ms. Jerome's memories motivated her to create charms for women and lapel pins and cufflinks for men based on iconic images of historic Atlantic City including a vintage postcard, Lucy the Elephant, and Fralinger's World Famous Salt Water Taffy. Especially dear to Ms. Jerome's heart is the "Bathing Beauty" charm, which is modeled after a classic photo of her mother posing on the beach in the 1940's. With an understated elegance and timeless style, the Atlantic City Charms collection will light up the red carpet when the *Boardwalk Empire* team arrives at the Emmys.®.



Vintage Postcard



Lucy the Elephant



Bathing Beauty



Fralinger's Salt Water Taffy

Paula Jerome boasts four exquisite collections that offer symbolism behind each necklace, earring, bracelet, pin and charm. The **Gratitude Collection**, featuring Ms. Jerome's signature *Tree of Life* pendant represents appreciation for the life we have been given. Employing the ancient heraldic symbol for happiness, the **Leaf** collection embodies constant renewal and inspires change for those who wear it. The simple, yet elegant **Geometric Collection** includes classic pieces with an edgy twist, perfect for day or evening wear. Boldly beautiful, the **Snowflake** collection features a three-sided design.

Created to celebrate quality, integrity, and sophistication above all else, [Paula Jerome Designs'](http://PaulaJeromeDesigns.com) will bring a little 1920's Atlantic City spirit to the red carpet. "Everything in my life has brought me to this moment," says Ms. Jerome. "I could not ask for a better way to introduce my jewelry to the world."

Media Inquiries: For more information or to schedule an interview with Paula Jerome, please contact [Amy Levy Public Relations](mailto:AmyLevyPublicRelations.com) at 310-444-5250.

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