



## **Nick Cannon Explores Modern Love in Emotional New Docu-Short, “Why Real is Rare”**

*New film from the Diamond Producers Association uncovers the real moments that make today's relationships precious*



(November 2, 2016) New York, NY – What makes finding the real thing so rare among couples in contemporary culture? The Diamond Producers Association (DPA), alongside multitalented actor and producer Nick Cannon, partnered to unlock the magic and mystery behind that question in “Why Real is Rare,” a short docu-film that explores how and when couples realize their connection has become a commitment. The film was released today and is the latest iteration of the DPA’s innovative new communications platform: “Real is Rare. Real is a Diamond.”

“In ‘Why Real is Rare,’ we share stories about the standout moments of couples that shaped their relationships, the challenges they’ve faced, and their unique take on why their commitment is the real deal,” said Cannon, who interviewed six real-life couples for the film. “Everyone loves in a different way, but they were all searching for something more genuine, and they found it in each other.”

Part of an emerging class of storytellers advancing new voices and perspectives through film and television, Cannon is inspired to share his own story and those of his generation. “Why Real is Rare” pulls from his professional and personal experiences to peel back layers from the couples’ stories and reveal new truths about human connection and commitment in the modern age.

The docu-short debuts digitally on the “Real is a Diamond” YouTube channel. It is the latest element of the DPA’s integrated campaign, which is a bold and emotional departure from traditional diamond marketing that invites consumers to take a fresh look at diamonds as an ideal symbol of authentic,



meaningful connection and commitment. “Real is Rare. Real is a Diamond” is the diamond industry’s first category campaign in almost a decade.

“This campaign explores the delta between being connected and having a connection. It’s common today to have hundreds, if not thousands, of connections. People are ‘connected’ online 24/7 but the ability to find someone special and have a genuine emotional, physical and spiritual connection with them feels more rare than ever before,” said Deborah Marquardt, Chief Marketing Officer of the DPA. “The moments when couples realize ‘this is it’ are as precious and individual as a diamond itself.”

Consumers can view “Why Real is Rare” on the “Real is a Diamond” YouTube channel, and using the hashtag #RealisRare, consumers can join the conversation about the campaign on social media.

<https://instagram.com/RealisaDiamond>

<https://facebook.com/RealisaDiamond>

<https://www.youtube.com/realisadiamond>

For more information on the campaign, visit [www.RealisaDiamond.com](http://www.RealisaDiamond.com).

#### **About the Diamond Producers Association (DPA)**

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies, who are united in their commitment to best-in-class ethical and sustainable operations and transparent business practices. Together, DPA members represent the majority of world diamond production. The DPA mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.

<http://diamondproducers.com>

<https://facebook.com/DiamondProducersAssociation>

<https://twitter.com/DPAAssociation>

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