

**For Immediate Release**

**JEWELRY DESIGNER KALEN REDMON OF LIMÓN VERDE CHOSEN TO CREATE  
THE COMMEMORATIVE PENDANT FOR THE 75TH ANNUAL ATLANTA DOGWOOD FESTIVAL**

***75 Pendants Available for \$75 Each***

***50% of the Proceeds will Benefit the Atlanta Dogwood Festival***

***Available at the Atlanta Dogwood Festival April 15 through 17, 2011 in Piedmont Park***

**Atlanta, Georgia (April 12, 2011)** – The 75<sup>th</sup> annual Atlanta Dogwood Festival is finally upon us and will be held in Piedmont Park this weekend, April 15 through 17, 2011. To help commemorate the historic event, the Atlanta Dogwood Festival chose designer Kalen Trujillo Redmon of Limón Verde, an Atlanta-based online jewelry boutique, to design the perfect pendant to fit the occasion. Specializing in Mompox filigree, Kalen has created a limited-edition dogwood flower pendant that was handcrafted by artisans in Colombia using an age-old technique of stretching, twisting and flattening high quality strands of silver. Only 75 commemorative Atlanta Dogwood Festival pendants that retail for \$75 will be sold before the event online at [www.dogwood.org](http://www.dogwood.org) and during the festival in the official festival merchandise store located in the Visitor's Center by the 12<sup>th</sup> Street gate. 50% of the proceeds from each pendant sold will go directly to the Atlanta Dogwood Festival.

"When the Atlanta Dogwood Festival asked me if I could design a pendant for their 75<sup>th</sup> Anniversary, it was truly humbling. I was so excited to become such a key part of Atlanta's most prestigious art event and we are very happy to do our part to help keep it going for years to come," says Kalen.

For more information on Limón Verde for to see the entire collection, please visit [www.limonverde.com](http://www.limonverde.com) and stay connected on Twitter at @limonverde and on Facebook at [www.facebook.com/limonverde](http://www.facebook.com/limonverde). For more information on this year's Atlanta Dogwood Festival visit [www.dogwood.org](http://www.dogwood.org).

**ABOUT LIMÓN VERDE**

Owned by the husband and wife team of Kalen Trujillo Redmon and Kevin Redmon, Limón Verde is an Atlanta-based online jewelry boutique that specializes in unique, handcrafted, artisan pieces that are designed by Kalen. A native of Puerto Rico with a Columbian and Dominican background, Kalen infuses each piece of jewelry with a bit of her heritage. Each piece is then crafted by artisans using the Filigrana Momposina (Mompox Filigree) technique of jewelry making, a method native to the town of Santa Cruz de Mompox, Columbia. The technique is the process of stretching, twisting and flattening a very high quality of strands of gold or silver in order to produce intricate, beautiful jewelry. Each piece is made with .980 silver, which yields a brilliantly shiny look. Only limited quantities are available.

###

**Media Contact:**

Caren West  
Caren West PR  
404.614.0006  
[caren@carewestpr.com](mailto:caren@carewestpr.com)