

Tournaments 'bling' out their bracelets



By Sarah Polson

The U.S. Poker Championship at the Trump Taj Mahal in Atlantic City and the Affiliate Series of Poker are upping the ante with new, improved bracelets for their events.

The USPC has joined with jewelry manufacturer YouDesignWeCreate.com to create the winner's bracelet for the 2007 USPC tournament.

"This custom-made bracelet will mean more to a true U.S. poker champion than money," said Tom Gitto, Trump Taj Mahal director of poker operations. "Working with Joran Eddi has been an awesome experience for us as he is the best and most thorough."

Jordan Eddi is the founder of YouDesignWeCreate.com, and he designed the custom bracelet himself. Valued at more than \$7,500, the bracelet is handcrafted from 2.9 ounces of 14k gold. The Cuban link design is punctuated by $\frac{3}{4}$ -carat total weight of diamonds as well.

"This is, by far, one of the high points of my career as a jewelry manufacturer," said Eddi. "I am doing something I truly enjoy, and working with prestigious clients like the Trump organization has been very exciting."

Eddi, who is a poker enthusiast, also created a poker bracelet for the Feather Falls Casino in California. He is also developing a line of personalized poker and tournament jewelry for men and women, including pins, rings, pendants, necklaces, bracelets and earrings.

The USPC bracelet will be awarded to the winner of the main event, who is also expected to receive a cash prize of nearly \$1 million.

USPC events start Sept. 17 and the five-day, \$10,000 championship event will start Oct. 2.

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