Rochester Lapidary Jewelers Enormous Auction Event April 30 - May 3, Rochester, MN

Rochester Lapidary Jewelers is having a grand auction event. Grafe Auction Company is honored to be selected as the marketing company for this prestigious event. The offering consists of 4 huge days, 8 auctions, 4000 items, 5 Million in fine jewelry.

April 23, 2008 - *PRLog* -- Over the past 50 years Rochester Lapidary Jewelers has been at the core of the jewelry market in Rochester, Minn. Now is the time for a huge transition in Lapidary's business.

Grafe Auction Company will be conducting a public auction at the Mayo Civic Center in Rochester, April 30 through May 3. This auction will feature over 4,000 items with a total value of more than $5,000,000.

"This is a high profile auction for the Rochester area and a tremendous opportunity for the general public and jewelry stores to purchase items at their own price," said Judd Grafe, president of Grafe Auction. "It is a very rare occasion for this amount of inventory to be offered at public auction with no minimums or reserves. Whether you are getting married this spring, have an anniversary coming up or just want a potential bargain on an $135,000 necklace, you won't want to miss this event."

Rochester Lapidary Jewelers is a world class jewelry store, owned by Don Kirckof, alias, "Diamond Don." Rochester Lapidary features services that large chain stores had abandoned, such as, in-store jewelry repair, custom made jewelry and only the finest inventory. Don plans on continuing this tradition of excellence and concentrate his efforts on custom jewelry design and creation, repair work, appraisals and consulting. "After our auction you can still look to us for all your jewelry needs. I want to create the piece you have always dreamed of, one you cannot find anywhere else in the world." Don has been a leader in the industry always at the forefront of revolution as the market quickly changes. Don, once again, is leading the industry by liquidating his inventory and retooling his business for future growth. "I am excited to provide millions of dollars worth of fine jewelry and stones at auction and provide encouragement for jewelers around the country who may be considering change within their business."

The Rochester Lapidary Jewelers auction will be an unprecedented event spanning four days with two rings selling each day in the Mayo Civic Center's Grand Ballroom, downtown Rochester. Each day will offer a preview of the next day's auction items. The first day of preview will be Tuesday, April 29. The four day event will conclude on Saturday, May 3 and feature the most expensive items including the $135,000 necklace mentioned earlier. The entire auction will be broadcast live online. "We picked the Civic Center due to its convenient proximity to downtown businesses. We are excited people will be able to come to the preview find an item they are interested in and return to work. The auction can be monitored online and once the sale of the item of interest nears the potential buyer could return to the Civic Center to bid live onsite. If they choose not to take a stroll or just want to stay home the option is there for them to bid from the comfort of home or office."

This event will feature numerous International and State Champion Auctioneers.

Grafe Auction Company's corporate offices are in Spring Valley, MN, with satellite offices in Chicago, Denver and Minneapolis. Grafe averages 180 commercial auctions each year nationwide.

Further information regarding the Rochester Lapidary Jewelers auction is available at www.GAbid.com or by calling Grafe at: 800-328-5920.

http://www.grafeauction.com

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Source	Grafe Auction Company
City/Town	Spring Valley
State/Province	Minnesota
Zip	55975
Country	United States
Industry	Jewelry, Event, Entertainment
Tags	Fine, Jewelry, Auction, Rochester, Minnesota, Online, Bid, Lapidary, Auctioneer, Million, Diamond, Emerald, Ruby, Gold
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