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Olivia Newton-John Collaborates with Willie Creek Pearls

A new collaboration between Olivia Newton-John and Australian friends, Willie Creek Pearls has at its heart the shared values and commitment to help find kinder cures for cancer through funding scientific research.

Olivia has co-designed a gorgeous 18 karat gold Australian South Sea Pearl Pendant. 30% of the proceeds of the pendant sales will go direct to The Olivia Newton-John Foundation Fund. The ONJ Foundation Fund is committed to realizing a world beyond cancer, by funding research into plant-based medicine. They are determined to discover kinder ways to prevent, treat and cure all cancers.

The pendant design is complete, with the manufacture in progress and will be sold direct through Willie Creek Pearls showrooms and online store <https://www.williecreekpearls.com.au/> You can view the pendant and pre order now.

"I am so excited to partner with Willie Creek Pearls and grateful that they are helping me raise funds to research kinder treatments for cancer with plant medicine through my ONJ Foundation Fund," said Dame Olivia Newton-John.

"As a home-grown Aussie it just felt right to collaborate with an Australian family business who sustainably produce the best pearls in the world - which is also so important to me! I couldn't be happier to be a part of this family who share my dream to find an end to cancer."

This will be an ongoing collaboration between friends and it is likely that more jewellery will be co-designed to develop a stunning collection.

Willie Creek Pearls is an Australian family business who operate in multiple sectors which include tourism, retail, commercial pearling and hospitality. It is owned by the Banfield family who are renowned for their philanthropy in the community, state and nationally. It is the amazing tides, temperatures and nutrient rich waters in the Kimberley that enable Willie Creek Pearls to sustainably produce the best pearls in the world: Australian South Sea Pearls. On their multi-award winning tours in Broome and Perth, they educate, entertain and engage with thousands of visitors each year by uncovering the history, mystery and story of the pearling industry, from shell to showroom. They are a progressive company who are expanding opportunities not only in Broome and the Kimberley, but globally through innovative concepts and creative partnerships.

"It is a privilege for Willie Creek Pearls to be able to support Olivia and the ONJ Foundation Fund and we have loved working with Olivia to co-design the pearl pendant. We are excited about sharing our beautiful pearls with the world and for helping fund research to find cures for cancer. There couldn't be a more iconic Australian for us to collaborate with" said Robert Banfield, Owner of Willie Creek Pearls.

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