

The media has played a big role in the movement against Blood Diamonds

The movie Blood Diamond, starring Leonardo DiCaprio, hit theatres in 2006, stimulating a global reaction.

The movie is set during the Sierra Leone civil war in the 1990's. It stars two men, a white South African (Leonardo DiCaprio) and a black fisherman (Djimon Hounsou) who join together in a quest to recover a diamond that has the power to transform their lives. The movie shows the dirty work that went on to mine diamonds in the midst of a civil war.

The movie was released in December of 2006. The World Diamond Council were concerned that the movie would negatively impact diamond sales. Therefore they spent \$15 million on a public relations and educational campaign, which began a few months before the movie's release.

Leonardo DiCaprio has publicly said:

“The message of the film is not that one ought not to buy diamonds; it's about our approving of the business strategy and methods of a given particular company every time we draw a check.”



Recently, Beyoncé was publicly criticized for wearing a Blood Diamond. Beyoncé, along with her husband Jay Z, are the new faces of Tiffany and Co. In August of 2021, Beyoncé posted an advertisement for Tiffany and Co. showing off a heavy diamond around her neck. The estimated price of the diamond is \$30 million.

Beyoncé claims she didn't know it was a Blood Diamond. She is the fourth woman, and first Black woman, to wear the Blood Diamond necklace, along with Lady Gaga and Audrey Hepburn, who wore the stone in publicity photos for her 1961 movie, “Breakfast at Tiffany's.”

Angelina Ravelli, *bcitnews.com*, November 23rd 2021