

# Why The Diamond?

## Inferior or Superior by color is a man made lie.

Using color to define ability and intelligence is a **false standard only applied to people**. There is no claim that horses, dogs or cars are inferior or superior based on the color.

**Color describes, it does not define.**

No one says of these, *"I don't see color."*



We must see each other. To ignore the external features of another is to make them invisible and not appreciate and value their unique presence in the world. Skin color is determined by the amount of melanin in ones skin. Skin color does not define ones character, intelligence or ability. **One does not think with their skin.** Man has the ability to behave according to how he believes and think. This separates man from all other creatures on earth.

Racism values and devalues by skin color. **The Diamond** helps us to overcome the skin color conditioning.

- ◆ Diamonds are valuable and come in different colors.
- ◆ Diamonds have facets.
- ◆ Diamonds can be in the rough, not finished, have a future.

We apply the Diamond to people.

- ◆ People are valuable and come in different colors.
- ◆ People have facets.
- ◆ People can be in the rough, not finished, have a future.  
Children and some adults are diamonds in the rough.

We remove **the traditional** assumptions about people based on skin color and reset the value of all people as **Diamonds**. Every citizen is valuable and precious. We are one nation under God, indivisible with liberty and justice for all.

The **Diamond** is the **Solution** for eliminating valuing and devaluing people by skin color. Just speaking the word "**Diamond**" declares value whatever the color. We must see color and each other. We use the "**Diamond**" to speak value as we refer to people by color.



Black

You have (3) Diamond choices: **Black, Champagne or Crystal**. Choose the Diamond that reflects your skin tone, we are all Diamonds.



Champagne

Practice the "**Diamond Solution**." Refer to your neighbor, friend or coworker as the "**Black Diamond**" in the blue shirt or the "**Champagne Diamond**" at the table or the "**Crystal Diamond**" next door. Refer to children as "**Young Diamonds or Young Diamonds in the rough**."

We ask parents, grandparents and educators to see young people as "**Diamonds in the Rough**," having value and unknown future benefit to the world.



Crystal

We ask law enforcement to see offenders as "**Diamonds in the Rough**" having a hope and possibilities of a better future

## Final Word

There is no need to devalue others to have value. We all have value.

**We are all Diamonds.**