



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

FOR IMMEDIATE RELEASE
Contact: David Rocha, 212-687-2949
david@jewelersforchildren.org

Jewelers for Children Celebrates 12 Years and Announces \$ 3 Million to be Donated to Children's Charities

New York, NY – On June 6, 2010, Jewelers for Children, the industry's charity, held the 12th Annual Facets of Hope event in Las Vegas during the JCK Show. The charity announced intentions to donate \$ 3 million to charity partners in the year ahead. "In a challenging economic environment, it's gratifying to see so many step up with so much to support Jewelers for Children," said Edward Bridge, JFC board chair. The organization recognized Ed Hrabak, senior vice president and general merchandise manager at Sterling, Inc., and Jonathan Goldman, CEO of Frederick Goldman, Inc., and the first board chair for Jewelers for Children starting in 1999. The evening also included the first JFC Children's Humanitarian Awards presented to former model Kathy Ireland and actress Jaime Pressly for their support of causes to benefit children in need.

JFC intends to distribute \$ 600,000 to St. Jude Children's Research Hospital, to continue the multi-year funding of a research project on the immune systems in children being treated for cancer; \$ 600,000 to the National CASA Association to fund the Champions for Abused Children program; \$ 600,000 to the Make-A-Wish Foundation of America to grant wishes in all 50 states; \$ 530,000 to the Elizabeth Glaser Pediatric AIDS Foundation to fund prevention and treatment programs in Africa; \$ 470,235 to Autism Speaks to fund the Toddler Treatment Network; \$ 50,000 to the Make-A-Wish Foundation International to continue funding wishes in India; and \$ 25,000 to the Santa-America Fund to fund recruitment and training efforts for volunteer Santa's and Elves.

More than 1,300 industry guests attended the event held at the Venetian Resort Hotel Casino. During the program portion of the evening, the crowd heard from seven young people that the industry's support has benefited. Brandon, Christian and Miraya spoke of their time in the foster care system and how their CASA volunteers changed their lives. Wish kids Dominique and A.J. shared the stories of their wishes being granted and A.J. sang a song from his soon to be released CD, to open the program. Christina shared her story of being born HIV positive and how the Elizabeth Glaser Pediatric AIDS Foundation has assisted her throughout her life and how she now works towards the goal of a generation free of AIDS. Vivian shared her story of her fight with cancer and how St. Jude Children's Research Hospital saved her life.

The young people presented the program at the event, introducing all of the honorees including Ireland and Pressly. Pressly works with St. Jude, the Make-A-Wish Foundation and the Elizabeth Glaser Pediatric AIDS Foundation, all JFC legacy charities.

During the cocktail reception, guests could participate in some Vegas style mock-gaming and dance to the music of D.J. Mariah. At the conclusion of dinner, an exciting after-party, sponsored by the Gen-Next Jewelers continued the festivities. Guests danced until after midnight and continued to participate in the mock-gaming.

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated more than \$ 35 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect through our charity partners St. Jude Children's Research Hospital®, the Make-A-Wish Foundation® of America, Autism Speaks, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. JFC also provides support to the Make-A-Wish Foundation® International, and the Santa-America Fund. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

Photo caption: Representatives from the Make-A-Wish Foundation® of America help announce JFC's donation to their charity partners. L-R, Kathy Forshey, Vice President of Development, wish kid A.J., wish kid Dominique, and Lori Newcomb, Sr. Manager, Corporate Alliances.

#