



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 Announces JFC Day

New York, NY – On September 29, 2018 Jewelers for Children will celebrate the first annual JFC Day. The day will be a way for all supporters of JFC and for potential new ones to celebrate the success of the industry's support for children in need and raise visibility and funds for the charity. JFC Day is the brain child of Steven Vardi, a JFC board member who helped develop the concept along with JFC's Marketing Committee.

"We'll be asking all of our current supporters to focus their efforts on JFC Day, helping us to educate consumers about the good the industry is doing, and we'll also look for companies to run some type of fundraising activity on that Saturday as a nationwide effort for children in need," said Vardi.

Those on the supply side of the industry will be asked to reach out to all of their retail customers, asking them to participate in the initiative. Many will be offering partnership programs for the day. Retailers will be asked to reach out to their customer base to educate them about JFC and invite them to participate in whatever activity the retailer has planned for September 29. Everyone will be asked to use their social media presence to promote the day, particularly on that Saturday to encourage nationwide, blanket of exposure for the charity.

JFC will be providing participants with materials to make it easy to promote the day, as well as ideas on how they can participate. Support will include trade ads, sample social media, customer communications, and in-store signage.

"It's exciting that as we celebrate our 20th anniversary, we launch JFC Day," said Pamela Mortensen, JFC board chair. "This will become an annual campaign to raise the visibility of JFC and the amazing work that the jewelry industry is doing by supporting the charity," she added. "Tens of thousands of children have benefited from the good we do and we need to share that message with the consumer."

Companies interested in participating in JFC Day can sign up on the JFC website at www.jewelersforchildren.org, or contact JFC at 212-687-2949, or info@jewelersforchildren.org.

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 \$55 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®, Make-A-Wish® America, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. JFC also provides support to Make-A-Wish® International, and the Santa-America Fund.

###