



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

Jewelers for Children Announces 2019 Hope for the Holidays Program
Hallmark Produces Cards Designed by Patients at St. Jude

Jewelers for Children, the industry's charity, has unveiled their 2019 Hope for the Holidays program. The program includes holiday greeting cards produced by Hallmark from the designs of children representing St. Jude Children's Research Hospital®. The program also includes an honor donation program, and contribution cards and inserts.

This is the third year that Hallmark has donated all the printing for the cards. The card designs feature original children's artwork and include the Hallmark logo on back of every card and embossed on the envelope flaps.

In lieu of traditional holiday greetings, members of the jewelry industry can send holiday cards showing their support for the charity. There are also contribution recognition cards that can be purchased with a donation to JFC and sent to special contacts on everyone's holiday list. Contribution card inserts are available as an option for use with any holiday card. This year there are three different designs to choose from, all drawn by children who were either patients at the hospital, or a sibling. JFC has supported St. Jude since 1999 with more than \$ 12 million in donations that have been used to fund research projects, including a bone marrow transplant clinic.

Honor donation programs are conducted by a number of companies in the industry who send letters to their customers and suppliers asking that in lieu of holiday gifts, a donation be made in their honor to JFC. The honor donation program can be utilized by anyone in the industry to easily complete their gift giving for the season and support children in need. JFC provides suggested language for a letter and customized donation forms.

Information on purchasing holiday cards, contribution cards and inserts, and the honor donation program can be found on JFC's website at www.jewelersforchildren.org, or by calling 212-687-2949.

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 nearly \$ 57 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.

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