



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 Third Annual JFC Day

New York, NY – The third annual JFC Day will be held on Saturday September 26, 2020. JFC Day is a day 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.

During the inaugural JFC Day in 2018, retailers across the country ran promotions in their stores to celebrate the industry’s success of helping thousands of children through the JFC charity partners. For 2020, Wells Fargo in support of the American Gem Society, has already stepped up as the first sponsor.

The JFC charity partners rally their local supporters to visit jewelers and thank them for their support. “The pandemic has presented a host of issues not only for the jewelry industry, but for all of our charity partners as well. Said Debra Puzio, JFC Board Chair. JFC Day presents a unique opportunity for all of us to come together and recognize that issues like childhood illness and abuse and neglect are still occurring and children remain a priority.”

Anyone can participate in JFC Day. Suppliers, retailers and consumers can help us recognize the accomplishment of raising nearly \$ 57 million to support kids. Suppliers can reach out to all of their retail customers, asking them to participate in the initiative. 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 26. 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 has available materials to make it easier for anyone to participate. A planning guide, including ideas on how to participate, as well as social media materials, sample emails, press releases and videos are available on the JFC website at www.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 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. JFC also provides support to Make-A-Wish® International, the Santa-America Fund, and the Organization for Autism Research.

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