



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

**Jewelers for Children Expansion of Rings of Strength Event
Three Additional Locations for 2020**

The popular Jewelers for Children Rings of Strength will be held during four key industry events in 2020. Supporters can now join events during the Centurion Jewelry Show in Phoenix on January 28, the AGS Conclave in Denver on April 27, during the jewelry market week in Las Vegas on June 1, and at the Atlanta Jewelry Show in Atlanta on August 8. The options for participation will once again include a bike ride for the Las Vegas edition and a 5K walk or run, or early morning yoga at all locations.

Participants can visit www.ringsofstrength.org to sign up. During sign-up you create your own unique fundraising page and URL which can be forwarded to all of your friends and acquaintances to encourage them to sponsor your participation. Participants can sign up as individuals or build a team page with friends to create even more excitement. All funds raised will benefit the Jewelers for Children charity partners.

Sponsorship opportunities include event specific sponsorship, as well as participant swag sponsorships that will cover all four events. All the details on sponsorships as well as details on each of the four events can be found at www.ringsofstrength.org.

“The Rings of Strength events make it possible for everyone to be involved in Jewelers for Children and support kids in need, said Debra Puzio, JFC board chair. Anybody can sign up and create their own fundraising page and help make a difference.”

The event was named for St. Jude Children’s Research Hospital patients Maggie and Odie. When Maggie spoke at the Facets of Hope event in 2012, she shared the story of how she gave Odie a ring with the word **Strength** engraved in it as they fought their shared battle with cancer. Each participant receives a silver ring like Maggie’s to commemorate their participation in the event, courtesy of Ashi Diamonds.

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

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