



**JEWELERS FOR CHILDREN**  
A GIFT OF LOVE FOR CHILDREN IN NEED

**CONTACT: David Rocha**  
**212-687-2949**  
**david@jewelersforchildren.org**

**FOR IMMEDIATE RELEASE:**

**Jewelers for Children Announces Partnership with Virtual Diamond Boutique  
Participating in JFC Auctions Just Got Easier, Much Easier**

Jewelers for Children is excited to announce a partnership with Virtual Diamond Boutique on an app to manage the charity's silent auctions. JFC hosts many silent auctions throughout the year, hosted at jewelry industry gatherings like the Centurion Show, JCK, and others. Until now, participation in the auction required physical attendance at the event. But the new app allows anyone to participate in an auction, even if they are not able to attend in person. The app also allows them to monitor their bids without taking time from their other show business to return to the JFC booth.

With VDB's state-of-the-art auction app, participants can browse items up for auction, monitor bidding activity, raise bids to stay in the running, and see final auction results.

"Going from a paper and pen to a phone-based app is a quantum leap for us, said David Rocha, Executive Director of Jewelers for Children. No longer will folks have to run back to a showcase to try and grab a piece of paper to enter their final bids. They can be "present" throughout the entire auction."

The idea for the app came about when VDB's CEO, Tanya Nisguretsky, observed the charity's silent auction at AGS Conclave. She knew that she could mobilize the skills of her team to help JFC maximize their revenue potential and reach more children in need. Ms. Nisguretsky reached out to Mr. Rocha, and her offer was warmly welcomed.

The app will debut at the upcoming Centurion Jewelry Show in Phoenix, Arizona, taking place January 28-31. Interested bidders can download the app at. Signage with QR codes for easy downloading will also be available at events where JFC is present.

*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.

*Virtual Diamond Boutique* is a global technology company serving the jewelry industry. They have combined deep jewelry industry knowledge with top technical talent to create jewelry technology that helps build store traffic, facilitates in-store engagement, and assists jewelers at all levels of the industry with sourcing, buying, and selling.

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