



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

Jewelers for Children Rings of Strength Event Goes Virtual

Jewelers for Children has announced that they will be holding a virtual edition of their popular Rings of Strength event, during the upcoming virtual JCK Show August 11 – 14. Participants will be able to sign up and raise funds to help children in need, while connecting through activity. JFC is working with Charity Footprints, the leading virtual platform for non-profits.

During the four-day event, participants can choose any activity, anywhere they are, and be part of the whole. They can run or walk the traditional 5K or ride their bikes any distance they choose. They'll also be able to walk their dog, mow the lawn, take a morning stroll; anything! The option to link wearable trackers and smart watches to the site will allow for all activity to be counted towards the goal of 6 million steps over the four day event.

No minimum level of activity is required. Folks can do whatever they're comfortable with for as long as they choose. Everyone will have the ability to invite their friends, families and co-workers to support their efforts and sponsor their activities to help kids who need it the most.

"Rings of Strength is one of our largest and most popular events" said Debra Puzio, JFC Board Chair. "While we're not able to gather together in person this year, we'll be able to connect through activity wherever we are, doing whatever makes us happy. The new site allows for all participants to share their activity and progress, including photos, with everyone else. A virtual event also exponentially expands the potential participants as anyone can now join in without having to attend a singular event in one location. With four days in which to participate, the event can fit into everyone's schedule."

Anyone interested in participating can visit www.ringsofstrength.org and sign up. All participants will be asked to link their activities during the virtual JCK Show August 11-14.

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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