

WHEN WE **WORK TOGETHER** TODAY,
WE **CREATE MAGIC** TOMORROW.

Some hands are always willing to help, more than \$57 million since 1999 to help children in need. Join us September 25th as we celebrate those children on Jewelers for Children Day.



FOR IMMEDIATE RELEASE

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Jewelers for Children Announces JFC Day for 2021

New York, NY – The fourth annual JFC Day will be held on Saturday September 25, 2021. 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.

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. The program has grown each year with support from companies like Day’s Jewelers, Reeds Jewelers and Wells Fargo.

The JFC Day celebration also gets support from the JFC charities, including the National CASA/GAL Association whose staff and volunteers from their local program across the country visit jewelers to say thanks. “Coming out of the pandemic, we are all ready to get back to normal. 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 are one of our major priorities.”

Anyone can participate in JFC Day. Suppliers, retailers and consumers can help us recognize the accomplishment of raising more than \$ 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 25. 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 more than \$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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