



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

Jewelers for Children Rings of Strength Returns
Live and Virtual Events in Las Vegas and Dallas

Jewelers for Children has announced that the return of the Rings of Strength events for 2021. Participants can immediately start participating in a virtual event until September 15, as well as register for in-person events during the JCK Show and the AGS Conclave in Dallas.

JFC is again working with Charity Footprints, the leading virtual platform for non-profits to produce the virtual event and the in-person event during the JCK Show. For the virtual 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 and share progress is included.

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.

The in-person event in Las Vegas will be held on Thursday August 26, at 5:30 a.m. Participants will assemble outside of the Venetian Resort Hotel and run or walk a 5K. Biking activity in beautiful Red Rock Canyon is also available for anyone interested.

The AGS Conclave edition will be held on Sunday September 12, at the Sheraton Dallas Downtown, the host hotel for Conclave. Participants will assemble at 6:30 a.m. and run or walk a 5K and follow that with an event filled, opening day at Conclave.

“Rings of Strength is one of our largest and most popular events” said Debra Puzio, JFC Board Chair. “We weren’t able to hold in-person events last year and it’s exciting to bring them back to two locations this year. The virtual event held last year proved very popular and we’re thrilled to be able to offer it as an option for those who may not be attending market week in Las Vegas or have other commitments at that time. This year presents an opportunity that fits into everyone’s schedule.”

Anyone interested in participating can visit www.ringsofstrength.org and sign up.

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®, 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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