



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

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**FOR IMMEDIATE RELEASE:**

**Jewelers for Children Announce #GetFit4Kids Fundraiser**

**New York, NY** — Jewelers for Children will launch the inaugural #GetFit4Kids Fitness Challenge on May 1. The JFC Fitness Challenge is a month-long fitness event where participants who use the Peloton bike, treadmill or app can kick their workouts into high gear while raising money to support the various charities sponsored by Jewelers for Children.

To kick off the event, two pre-recorded bike, tread, and strength workouts will be chosen for Sunday, May 1 at 12:00pm EST/9:00am PST and participants will be encouraged to use the hashtag #GetFit4Kids. Throughout the month, participants will track how many days they exercise and raise money through sponsorships, with prizes awarded at the end.

“The 2022 JFC Fitness Challenge is a great way to get our donors and friends across the country involved with a fun competition,” said David Rocha, executive director. “No matter how you choose to exercise, you are doing something good for your health while also giving back to JFC’s amazing programs benefiting children in need.”

For more information on the 2022 JFC Fitness Challenge, including registration and corporate sponsorship opportunities, visit [www.jewelersforchildren.org/GetFit4Kids](http://www.jewelersforchildren.org/GetFit4Kids).

*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 \$ 60 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 Organization for Autism Research.

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