



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

**Jewelers for Children Announces 2022 Hope for the Holidays Program
E-Cards Now Available**

Jewelers for Children has unveiled their 2022 Hope for the Holidays program. The program includes holiday greeting cards produced from the designs of children representing Make-A-Wish® America, in both traditional cards and e-cards. The program also includes an honor donation program, and contribution cards and inserts.

In any year, the Hope for the Holidays program provides you the opportunity to showcase your support of children in need to all the folks on your holiday list. Over the years, the program has helped raise millions to support those who need it most. By adding an e-card option, the charity hope to broaden appeal for the program for those who almost exclusively use e-cards.

This year there are three different designs to choose from, all drawn by children who have had their wishes granted by Make-A-Wish® with more than \$ 12 million in donations that have been used to fund over 2,000 wishes for children facing life-threatening illnesses.

The program also offers an option to meet holiday gift-giving demands. The charity offers an honor donation program providing a method for companies to submit a list of gift recipients. The charity will print and send cards to everyone on the list noting that a donation has been made in their honor, by the donor company. Contribution cards can also be purchased and personalized, as well as contribution card inserts, that can be used with other cards.

Honor donation programs are conducted by a number of companies in the industry who send letters to their customers and suppliers asking that in lieu of holiday gifts, a donation be made in their honor to JFC. The honor donation program can be utilized by anyone in the industry to easily complete their gift giving for the season and support

children in need. JFC provides suggested language for a letter and customized donation forms.

Information on purchasing holiday cards, contribution cards and inserts, and the honor donation program can be found on JFC's website at www.jewelersforchildren.org, or by calling 212-687-2949.

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 \$ 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®, Make-A-Wish® America, the Elizabeth Glaser Pediatric AIDS Foundation, and the National CASA/GAL Association. Support is also provided to Make-A-Wish® International for wish granting in India and the Organization for Autism Research.

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