



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

FOR IMMEDIATE RELEASE

Contact: David Rocha, 212-687-2949

david@jewelersforchildren.org

Jewelers for Children Announces 2022 JFC Day

New York, NY – Jewelers for Children has announced Saturday September 24, 2022 as JFC Day. This marks the fifth annual day earmarked for the industry to come together and celebrate the success the industry has had in providing support to organizations that benefit children facing challenges in life, including life-threatening abuse and neglect and catastrophic illness.

JFC Day has grown with support from retailers across the country who run 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 Fred Meyer Jewelers.

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. “JFC Day is a day for a true celebration. Said Alan Zimmer, JFC Board Chair. For nearly 25 years the industry has supported JFC and allowed us to donate more than \$ 60 million to help thousands of children.”

Anyone can participate in JFC Day. Suppliers, retailers and consumers can help celebrate and recognize the accomplishments of the industry. 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 24. Everyone will be asked to use their social media presence to promote the day, particularly on that Saturday to encourage a 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 to inspire giving by providing the jewelry industry with an accessible platform for raising funds that support charitable organizations focused on a positive outcome for children facing challenges, including catastrophic illness or life-threatening circumstances 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, and the Organization for Autism Research.

###