



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

Jewelers for Children Announce 2023 GetFit4Kids Virtual Event

Expanded Options for Participation

New York, NY — Jewelers for Children has announced the 2023 edition of the very popular GetFit4Kids Fitness Challenge. For this edition, no special fitness equipment will be required allowing anyone to participate, with the activity of their choice.

The month-long event will run from February 1, through February 28. The timing coincides with American Heart Month. Participants can choose any activity they like for getting moving and keeping fit. An app is available for download that can track your activity and automatically update your personalized page on the GetFit4Kids site.

This year's event is presented by PacTeam Group and is open to anyone who wants to start off the year with a fitness routine, and raise some funds to help kids.

Participants sign up and automatically create their personalized page that they can share with friends, family and co-workers to help raise funds to enhance the lives of children. Once the sign up is complete, the app can be downloaded from the App Store or Google Play. Fitness devices from Fitbit, Garmin, Misfit, Strava, Apple and other Android wearables, can be directly linked to track participants activity and progress throughout the challenge. Leader boards will be displayed real time on the site and everyone can see how they compare to other participants and can post photos and comments.

Registrants are encouraged to form teams to participate in the challenge. Reaching out to friends, family and co-workers to join in the challenge will increase motivation and help keep everyone on track to meet those New Year's resolutions and help kids.

For more information on the 2023 JFC Fitness Challenge, including registration and corporate sponsorship opportunities, visit www.jewelersforchildren.org/GetFit4Kids.

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of enhancing the lives of children. Since its inception, JFC has donated more than \$ 60 million to enhancing the lives of children through our charity partners St. Jude Children's Research Hospital®, the Elizabeth Glaser Pediatric AIDS Foundation, Make-A-Wish® America, and the National CASA/GAL Association. JFC also provides support to Make-A-Wish® International, and the Organization for Autism Research.

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