



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

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**FOR IMMEDIATE RELEASE:**

**Jewelers for Children Holds Annual Rings of Strength Event**

On Thursday June 1, Jewelers for Children held their annual Rings of Strength event at the Venetian Resort Hotel in Las Vegas. This marks the 11<sup>th</sup> year of the event that originated in Las Vegas and has spread to multiple locations throughout the year.

The first event was held in 2013 and attracted participants who walked, ran and biked. The event was named after a silver ring engraved with the word “Strength” that a patient at St. Jude Children’s Research Hospital gave to a fellow patient. The story of Odie and Maggie has motivated participants to raise more than \$ 500,000 over the years.

The Las Vegas event kicked off at 5:30 a.m., with a lot of coffee, to avoid the heat of the day and more than 120 participants signed up to walk or run a 5K along the colorful Las Vegas strip. Volunteers from the Las Vegas Runners Club were on hand to lead the groups in whatever activity they chose.

Sponsors for the event included JCK Events, the American Gem Society, Ashi Diamonds, the GIA Alumni Association, the Women’s Jewelry Association, Quality Gold, Assurant and Freeman. Teams were well represented with support from Assurant, Quality Gold, the American Gem Society, the Women’s Jewelry Association, JCK Las Vegas, GemOro Products/Kessler Lab Grown Diamonds, GIA Alumni Collective, and BIG.

“The Rings of Strength events are an integral part of the JFC fundraising initiatives each year. said Alan Zimmer, JFC Board Chair. Each year the support has grown and the camaraderie and the challenge of participation has become a big part of the experience. People look forward to the event and challenging themselves to raise more and push further than the previous year.”

A previous edition of the Rings of Strength was held on May 1, in Louisville, KY as part of the AGS Conclave.

Anyone interested in learning more about the event can visit [www.ringsofstrength.org](http://www.ringsofstrength.org). Information on the 2024 editions will be posted soon.

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 \$ 61 million to programs benefiting children whose lives have been affected by illness, abuse or neglect.

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