



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

FOR IMMEDIATE RELEASE
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Jewelers for Children to Donate \$ 1.75 Million to Children's Charities

New York, NY – On May 31, 2009, Jewelers for Children, the industry's charity, held the 11th Annual Facets of Hope event in Las Vegas during the JCK Show. The charity announced intentions to donate \$ 1.75 million to their charity partners in the year ahead. "The Facets of Hope event is the culmination of our annual cycle of fundraising and to be pledging more than \$ 1.7 million to our charity partners is truly a success story," said Howard Sherwood, JFC board chair. The organization also recognized past honorees from the previous 10 years of festivities.

The charity intends to distribute \$ 500,000 to St. Jude Children's Research Hospital, to continue the multi-year funding of a research project on the immune systems in children being treated for cancer; \$ 500,000 to the National CASA Association to fund the Champions for Abused Children program; \$ 225,000 to the Make-A-Wish Foundation of America to grant wishes in nearly 40 states; \$ 225,000 to the Elizabeth Glaser Pediatric AIDS Foundation to fund prevention and treatment programs in Africa; \$ 225,000 to Autism Speaks to fund the Toddler Treatment Network; \$ 25,000 to the Make-A-Wish Foundation International to continue funding wishes in India; \$ 25,000 to the Santa-America Fund to fund recruitment and training efforts for volunteer Santa's and Elves; and \$ 25,000 to the Juvenile Diabetes Research Foundation.

Nearly 1,000 industry guests attended the event held at the Venetian Resort Hotel Casino. During the program portion of the evening, the crowd heard from a number of children that the industry's support has benefited. Wish child Kalie, who's wish to be a super model was granted at the nearby Fashion Show Mall joined St. Jude child Alexis, battling medulloblastoma spoke about her treatment regimen and rock collection and Yonus, representing the Elizabeth Glaser Pediatric AIDS Foundation joined actress Gloria Reuben who spoke about the Foundation's success with prevention and treatment programs around the world. Phillip Hain, the father of an autistic son represented Autism Speaks.

JFC recognized ten individuals who had served as honorees at previous Facets of Hope events. They are Lee Berg, Lee Michaels Fine Jewelry; Ed Bridge, Ben Bridge Jeweler; Allen Brill, Rolex; Terry Burman, Sterling, Inc; Peter Engel, Fred

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Meyer Jewelers; Susan Jacques, Borsheims; Mark Light, Sterling; Matthew Runci, Jewelers of America; Howard Sherwood, Daniel's Jewelers; and David & Sybil Yurman, David Yurman.

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 \$ 32 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®, Autism Speaks, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. JFC also provides support to the Make-A-Wish Foundation® of America, the Make-A-Wish Foundation International, the Santa-America Fund and the Juvenile Diabetes Research Foundation. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

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JFC Board Chairman Howard Sherwood closes the 11th annual Facets of Hope event in Las Vegas on May 31, 2009. Participants in the program included from l-r, Sherwood, Yonus, representing the Elizabeth Glaser Pediatric AIDS Foundation, Make-A-Wish child Kalie, St. Jude Children's Research Hospital child Alexis, and Phillip Hain, the father of an autistic son, representing Autism Speaks.