



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

FOR IMMEDIATE RELEASE

New York, NY - The Jewelers for Children will hold the 11th Annual Facets of Hope celebration on Sunday May 31, 2009 and will celebrate the first JFC Children's Day.

"JFC Children's Day will be a celebration of all that the jewelry industry has done to help children in need and celebrating on the same day as our premier fundraising activity, the Facets of Hope event, will provide the ideal opportunity for everyone to join in." said Howard Sherwood, JFC chairman of the board.

During the Facets of Hope celebration, honorees from the past ten years will be recognized for their work on behalf of JFC. Honorees participating are Marvin Beasley of Helzberg Diamonds, Lee Berg of Lee Michaels Fine Jewelry, Ed Bridge of Ben Bridge Jeweler, Allen Brill of Rolex Watch USA, Terry Burman of Sterling, Inc., Peter Engel of Fred Meyer Jewelers, Susan Jacques of Borsheims, Mark Light of Sterling, Inc., Matthew Runci of Jewelers of America, Sherwood of Daniel's Jewelers and Sybil & David Yurman of David Yurman.

As part of the JFC Children's Day celebration, all of JFC's charity partners will announce on the same day how the support from the jewelry industry has made a difference in the lives of children in need. The partners have also agreed to help make Children's Day a media event across the country by generating publicity through their media channels. Jewelers everywhere will also have the opportunity to participate by utilizing the national event in their own local publicity. JFC is making materials available for jewelers to use in developing their own in-store activities and templates for local press releases, media alerts and customer notifications.

"Our entire industry will celebrate the success of JFC and recognize the difference we have made in the lives of so many children. said Sherwood. All across the country, the industry can participate and share the JFC success story with their community and their customers."

The festivities will be held on May 31, 2009. The cocktail reception for the Facets of Hope event will begin at 6:15 p.m. in the Palazzo Ballroom on the fifth level of the Venetian Resort Hotel and Casino, with dinner and the program beginning at 7:45 p.m. Anyone interested in celebrating or sponsorship can contact JFC at (212) 687-2949 or info@jewelersforchildren.org. Details and participation forms are available at the JFC website, www.jewelersforchildren.org.

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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 \$ 30 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, and the Santa-America Fund. 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.



The 2008 Facets of Hope Event: CASA child Kaija, Make-A-Wish child Vava, JFC Executive Director David Rocha, St. Jude child Samantha, Make-A-Wish child Jaycee, 2008 honorees Allen Brill of Rolex Watch USA and Peter Engel of Fred Meyer Jewelers and JFC Board Chairman, Howard Sherwood of Daniel's Jewelers.