



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

Become a Hero to Kids in Need

(New York, NY) The Jewelers for Children Hero for Hope program provides an opportunity for anyone to become involved in helping children who are the victims of catastrophic illness or life-threatening abuse and neglect. For as little as \$ 1.00 a week, you can be part of the JFC mission and change the lives of children.

The Hero for Hope program is structured similarly to a United Way® campaign. Anyone can join directly by simply completing an enrollment form. You can give as little as one dollar a week, or any amount that fits your budget. You can also choose how you pay, once a week, once a month, all at once, whatever is most convenient. Employers can offer the program to their employees as a payroll deduction. Each pay period the specified amount will be deducted from an employee's paycheck and submitted to JFC. All contributions to the JFC Hero for Hope program are fully deductible as charitable contributions.

Every JFC Hero for Hope will receive a Hero for Hope certificate and lapel pin so that you can showcase your support for the industry's charity. Heroes are also listed as supporters on the JFC website and a list of all Heroes is printed in the Facets of Hope commemorative journal each year.

Laurence Grunstein, President of Citizen Watch Company of America, Inc. said "We introduced the program in 2006 to our employees at all of our U.S. locations and had a tremendous response. All of those involved feel like their helping to make a difference for children in need and they all see that as a company were committed to helping as well. Everyone feels like we're all working together to make a difference."

Efraim Grinberg, President and CEO of the Movado Group, Inc. adds, “Our employees have been involved with the Hero for Hope program since it began. We hold an annual kick-off that gets everyone motivated and excited, so much so that our employees hold fundraising activities throughout the year where the proceeds go to JFC as a supplement to their payroll deductions. The program has been something we can all rally around and feel like we’re making a difference.”

Enrollment forms for the Hero for Hope program can be found on the JFC website, www.jewelersforchildren.org, or contact JFC at 212-687-2949. Employers interested in offering the program to their employees should contact JFC to schedule a kick-off campaign.

The proceeds from the Hero for Hope program, along with other fundraising activities allows JFC to help children through our support of our charity partners St. Jude Children’s Research Hospital®, , the Elizabeth Glaser Pediatric AIDS Foundation, the National CASA Association and Autism Speaks. JFC also provides support to the Make-A-Wish Foundation® of America, the Make-A-Wish Foundational International, the Juvenile Diabetes Research Foundation 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.

Founded in 1999 by the U.S. jewelry industry with the mission of helping children in need, JFC has donated more than \$ 30 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect.