

[Sample Post-promotion Press Release]

(DATE)  
FOR IMMEDIATE RELEASE

CONTACT: NAME  
COMPANY  
PHONE  
EMAIL

(NAME OF COMPANY) RAISES \$( )  
FOR JEWELERS FOR CHILDREN

(CITY, STATE ABBREVIATION, Date) – (Company name) has raised more than \$( ) for the Jewelers for Children, a non-profit organization that helps children in need overcome catastrophic illness or life-threatening abuse or neglect.

(Store name) customers responded overwhelmingly to the (name of program). (Provide brief description of program).

“We are grateful for the response our customers have shown to our store’s efforts to support the Jewelers for Children,” said (company representative). “Our efforts will help children in need from our community and around the world.”

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. The four largest beneficiaries of JFC’s programs and funds are the Make-A-Wish Foundation of America, which grants the wishes of children with life-threatening illnesses; the Elizabeth Glaser Pediatric AIDS Foundation, which works to fund and conduct critical pediatric AIDS research; St. Jude Children’s Research Hospital, which is dedicated to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocate) Association representing more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children. JFC also supports the Make-A-Wish Foundation International, the Santa-America Fund, Autism Speaks and the Juvenile Diabetes Research Foundation.

About (company name)

About Jewelers for Children

Jewelers for Children (JFC) is the jewelry industry’s official charity and is generously supported by those who create and sell fine jewelry and watches. Manufacturers, retail jewelers, trade associations, watch companies and those who provide professional services to the jewelry industry all support JFC’s mission to assist children in need. JFC invests in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect.

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