
Good News Department

Jewelry Stores Unite To Help Children In Need

(NAPSA)—During your next visit to your local jewelry retailer, you could have the opportunity to help children with catastrophic illnesses. Jewelry retailers across the country are participating by raising money for the Jewelers Charity Fund for Children (JCF), and they need your support.

JCF is a non-profit organization created in 1999 by the entire jewelry industry with the mission of raising money for charities that primarily benefit children. To date, recipient charities include the Make-A-Wish Foundation; the Elizabeth Glaser Pediatric AIDS Foundation; and St. Jude Children's Research Hospital.

Participating jewelers prominently display JCF donation canisters inside their retail stores. Each canister features the JCF logo and the logos of all three recipient children's charities.

Although funds are raised throughout the year, April 2001 has been declared by the jewelry industry as JCF month. Throughout April, many retail jewelers participating in JCF will run special promotions to help raise funds for the charity. Your local jeweler may donate a percentage of sales to JCF. Or, when changing a watch battery or making a minor repair for you, your jeweler might ask you to place a donation inside the JCF canister in lieu of payment.

According to JCF Executive Director Pattie Light, "The jewelry industry has raised nearly \$4 million to date for JCF, more than \$90,000 of which is from the in-store canisters, thanks to the generosity of consumers."

JCF is endorsed and supported by Jewelers of America (JA), the trade association for retail jewelers. Matthew A. Runci, President and CEO of Jewelers of America,

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says, "Through JCF, retail jewelers across the country are helping children in need through specific programs developed with the recipient charities. JA and its member stores are proud to be a part of this wonderful, charitable endeavor."

The funds raised have a definite impact. The Make-A-Wish Foundation grants wishes to critically ill children, and thanks to JCF's "Wish-A-State" program, the wishes of 60 children, at least one child in every state, will be granted in 2001.

The Elizabeth Glaser Pediatric AIDS Foundation funds research for the prevention and treatment of HIV/AIDS infections in children. Through the money raised and contributed by jewelers, the JCF is helping to launch the Glaser Pediatric Research Network to address gaps in current pediatric research.

St. Jude Children's Research Hospital is the world's largest childhood cancer research center. Last fall, the newly renovated and expanded JCF Bone Marrow Transplant Clinic was dedicated, thanks to the jewelry industry's support.

For more about the Jewelers Charity Fund for Children, contact Executive Director Pattie Light at (703) 433-0308 or e-mail jewelerscharity@aol.com. And look for the JCF canister at your local retail jewelry store.