

Gift Ideas

“Sweetie Bear” Helps Children In Need

(NAPSA)—This holiday season, gift giving may be a little sweeter with the help of a “bear who cares.”

The signature “Sweetie Bear” created by Crescent Jewelers is a gift item sold exclusively in Crescent stores whose proceeds will benefit Jewelers for Children, a nonprofit industry association dedicated to aiding a wide range of children’s charities.

“Sweetie Bear” was created to honor longtime Crescent Jewelers employee Noemy Roman, who died tragically of leukemia last summer. Roman was known for calling everyone she worked with “sweetie.” It was this endearing greeting that inspired the company to name this year’s signature holiday bear “Sweetie Bear.”

The plush white bear features a jeweled heart, ballerina skirt, a “2005” embroidered paw and retails for \$9.95.

All net proceeds for the bear will benefit Jewelers for Children, which supports the Make-A-Wish Foundation, Elizabeth Glaser Pediatric AIDS Foundation, St. Jude Children’s Research Hospital and the National CASA Association. The goal is to raise more than \$100,000 and give back to the community in honor of Roman.

“Noemy was a jewel among jewels for over 18 years and earned the love and respect of all that came to know her,” said Sterling Brinkley, president and CEO. “She was a compassionate colleague and friend and blossomed into a dynamic leader during her tenure.



A bejeweled bear may help raise thousands of dollars to benefit children in need.

Noemy inspired her team to be at their best and created a shopping experience that was as thoughtful and personal as the jewelry itself. We are proud to honor her memory with this very special holiday item that beautifully captures Noemy’s celebratory spirit and generosity.”

About Jewelers For Children

As the jewelry industry’s charity, Jewelers For Children is 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 unite on behalf of children in need. Since 1999, more than \$18 billion has been invested in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect. For more information, visit crescentjewelers.com.