



For Immediate Release

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Shopping for a Cause: Fine Jewelers Join the Fight Against Breast Cancer

New York, NY – Fine jewelry has long been believed to hold magical powers. This October, jewelry aims to do something truly magical: help raise awareness and money to help find a cure for breast cancer. More jewelers than ever before are creating meaningful pieces of jewelry to join in the fight. “Many jewelers have wonderful giving philosophies and breast cancer is a cause that is near to the hearts of many,” says Amanda Gizzi, spokesperson for Jewelry Information Center.

Awareness fine jewelry is timeless and not meant to be worn just in October but rather year round, day in and day out. “The jewelry can be an outward message for awareness or a subtle message designed for person inner-strength and hope,” says Gizzi. With the pink ribbon and the color pink being the two main themes for the breast cancer awareness jewelry, there are a lot of different styles available today. Gizzi advises “Make sure to look for jewelry with proceeds directly benefiting breast cancer charities.”

There are so many jeweler and watch companies with “pink” product available across the country. Here are few shining examples:

- Alex Woo “Open Heart Necklace” – the necklace, sold in silver and rose gold, is the latest design by Woo created to commemorate the memory of her mother who died of breast cancer. Net proceeds from the sale of the necklace go to the Woman’s Cancer Research Fund (WCRF.)
- Dogeared “Find a Cure” necklaces – the sterling silver necklaces come on a Dogeared signature card with the words “Breast Cancer. Find a Cure.” One hundred percent of the net profits go directly to recognized charities.
- Jane Basch TRIBUTE necklaces – the stylish yellow gold pendants, worn by Debrah Messing and other celebrities, have a pink ribbon featured in the middle of them. Five percent of the proceeds go directly to the Susan G. Komen “For the Cure” Foundation.

- Mikimoto “Everything is Possible with Hope” pearl necklaces, earrings and bracelets – Mikimoto’s collection contains a variety of pearl and gemstone jewelry designed to give hope through beauty. Twenty percent of the proceeds are donated to Young Survival Coalition.
- Rembrandt Charms “Pink Ribbon” charm bracelet – the bracelet features two pink enamel ribbon charms as well as three hearts engraved with the words Hope, Courage, and Support. Ten percent of the proceeds go directly to breast cancer research.

Fine jewelry is an heirloom that so many people pass down through generations. Products, like those listed above are even more important to pass down through the generations so that we continue to raise awareness for breast cancer and other diseases.

For more information on fine jewelry or any of the jewelry listed above, please contact Jewelry Information Center or visit www.jic.org.

Jewelry Information Center (JIC) provides public relations and marketing services on behalf of the fine jewelry and watch industry. Founded as a non-profit trade association in 1946, JIC is funded by its sponsors and members (manufacturers, designers, and retailers as well as magazines, media companies, and other trade associations) and is considered to be the objective authority on fine jewelry and watches. Membership and sponsorship support provides funding for JIC’s projects in areas like market research, support services for retailers and designers, and public relations activities nationwide. More information about JIC and its services can be found at the association’s website, www.jic.org, by contacting JIC at 646-658-0240, or via e-mail at info@jic.org.

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High Resolution Images are Available Upon Request



TRIBUTE Necklace by Jane Basch



Open Heart Necklace by Alex Woo