



Social Responsibility on Display at JCK

JCK Show Buzz

Fair trade . . . socially responsible . . . green, recycled and the environment. What place do these words have in a retail jewelry store much less at the industry's leading event? More and more consumers embrace a product through its connection to a larger cause. This sentiment is why the JCK Industry Fund was created 12 years ago. The fund was established by *JCK Magazine* and *JCK Events* to enhance the image of the industry and to foster development and research for beneficial programs. Each year more than \$250,000 has been awarded and over the life of the program, JCK has given back more than \$4 million.

In 2009, the JCK Industry Fund provided support and funding to several industry associations among them is the Jewelers Vigilance Committee (JVC) which provides education and self-regulation to the jewelry industry.



For the American Gem Society (AGS), the grant money was used to hold its annual Conclave in Chicago. The gathering provided the industry with a comprehensive, continuing educational program at its annual membership meeting.



The Jewelers' Security Alliance (JSA) has provided crime information and assistance to the industry and law enforcement since 1883.



2009 Industry Fund submissions are currently being reviewed and the winners will be announced in January 2010.

JCK Exhibitor Spotlight

The Diamond Empowerment Fund (DEF) has joined with Simmons Jewelry Co. to produce the Green Bracelet, a ring of green malachite with a rough diamond accent. Simmons donates \$20 or more to the DEF's efforts to develop and empower the people and communities of Africa. Worn by celebrities such as Kim Kardashian, LL Cool J, Jay Z and Beyonce, the Green Bracelet program has been around for the past 2 1/2 years and has provided over \$800,000 to the cause.



Simmons Jewelry Co.

An eco-friendly jeweler, Toby Pomeroy Fine Jewelry, uses reclaimed metals for its designs. Pomeroy was shocked to learn that metal mining emits a high level of toxicity into the environment and wanted to do something about it. "The fact that our pieces are eco-friendly is not the main feature of our products, but an additional benefit and selling point with customers. It helps us tell another story about our jewelry," Pomeroy explains.



Toby Pomeroy Fine Jewelry

Rembrandt Charms has focused its efforts on breast cancer awareness and research as its charitable cause. For the past five years, Rembrandt has continually donated ten percent of annual net proceeds from the sale of its Breast Cancer Awareness charm to Breast Cancer Research. A complete bracelet retails for about \$154 with individual charms starting at \$14.



Rembrandt Charms

These and many more collections can be found online at www.JCKShowDirect.com and can be previewed in-person along with more than 2,500 exhibitors at this year's JCK Las Vegas Show in June.

Register to attend JCK Las Vegas, June 4 - 7, 2010 with educational programming set for June 3 - 7, 2010. JCK Events is the jewelry industry's annual gathering. With over 2500 manufacturers and suppliers, world-class education and networking, JCK Events brings the international jewelry community together to conduct business. To register to attend, visit www.jcklasvegas.com/advertorial or call (203) 840-5684 or (800) 257-3626.

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