

WJA Announces Free Marketing Kit for its *March is Me Month* Campaign

The Women's Jewelry Association's "March is Me Month" promotional initiative centers around the power and celebration of women. With a grant from the JCK Industry Fund, the campaign assets are now available free of charge for the first 250 WJA members who sign up for the marketing kit on WJA's website through March 31, 2021.

"With generous support from the JCK Industry Fund, WJA will be able to offer our comprehensive marketing assets to emerging designers and more members that otherwise might not have been able to participate in the campaign. We are so pleased to share the opportunity to celebrate March is Me Month, and to empower more women through this grant!" says Jennifer Markas, WJA's Executive Director.

The purpose of the campaign is to empower women to purchase jewelry for themselves. While the rise of female self-purchase has occurred over the past decade, women still hesitate to celebrate themselves with a fine jewelry purchase. The Women's Jewelry Association encourages members to participate in this national campaign alongside some of the biggest names in the trade—jewelry, watch retail, and manufacturing—including American Gem Society, Ben Bridge Jeweler, Citizen Watch America, Day's Jewelers, Fred Meyer Jewelers, Forevermark, Garfield Refining Co., Natural Diamond Council, Prime Art & Jewel Inc., Reeds Jewelers, Smiling Rocks, Signet, and Stuller.

WJA sees this as a chance for individuals to participate in a historical industry-wide initiative celebrating women's empowerment during *Women's History Month* in March and *International Women's Day* on March 8th. The campaign, including in-store advertising and social media promotions, will play out from February 15, 2021, through March 31, 2021.

"Our campaign is all about women treating themselves to jewelry—they deserve it!" says WJA President Jacqueline Cassaway.

How can you be part of March is Me Month? WJA encourages its members to sign up for the marketing kit that includes branding, taglines, and logos developed for the campaign by Richline Group, a wholly owned subsidiary of Berkshire Hathaway, and brand their content for the month using the March is Me Month material.

Branding content could include an individual jewelry designer adding the March is Me Month logo to their personal materials, and sharing and selling their jewelry on social media with the message of women's empowerment and self-purchasing that the March is Me Month campaign focuses on. The campaign's hashtags include #MarchIsMeMonth #CelebrateYou,

#LiveBeautifully, and #WomensJewelryAssociation. WJA members are welcome to repost and reshare content that WJA will be posting on all social media and internal channels.

To access and download the materials, WJA members can visit:

<https://www.womensjewelryassociation.com/marchismemonth>

To join WJA and gain access to the materials, please visit:

<https://www.womensjewelryassociation.com/join>

Questions about how to join the "March is Me Month" campaign or the Women's Jewelry Association, can be directed to WJA Executive Director, Jennifer Markas at jennifer@womensjewelryassociation.com.

About the Women's Jewelry Association

WJA's mission is to help women in the jewelry and watch industries advance and develop professionally through networking, education, and leadership development. For more information, visit www.womensjewelryassociation.com.

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