

WJA Announces 2021 March is Me Month Campaign

WJA is offering its marketing materials to all members for the 2021 campaign, enabling them to promote and sell their own products with the assets

The Women's Jewelry Association will once again encourage women to buy jewelry for themselves in Spring 2021, with its second annual "March is Me Month" promotional initiative. The campaign is specifically aligned with International Women's Day on March 8, 2021, which celebrates women around the world. "March is Me Month," however, will play out through the entire month of March.

Marketing assets, which are available for spring planning starting in December 2020, will allow participants to advertise, use email and social media, and incorporate website and in-case signage to align with the national campaign. The association invites retailers, designers, suppliers, manufacturers, and trade associations to share its messaging.

The March is Me Month initiative was developed by the WJA Women's Executive Leadership Forum, a group of high-level female executives in the jewelry, gem, and watch industries. The group has been working to build partnerships across the industry, as it prepares for the future of jewelry retail and the increased purchasing power of the female consumer.

"Our campaign is all about women giving themselves permission to purchase jewelry for themselves - they deserve it!" says WJA President Jacqueline Cassaway.

For 2021, WJA is offering March is Me Month assets to all its members – not just corporate members. "We had so many requests from the general membership to use the marketing assets during our first year, as they recognized the value of the campaign," says WJA Executive Director Jennifer Markas. "As a result, all materials are available for 2021 to individual members at a minimal fee." WJA corporate members will once again receive the assets free of charge as a benefit of corporate membership.

All participants will have the flexibility to promote and sell their own products as part of the campaign. WJA encourages users to utilize the branding, taglines, and logos developed for the campaign by Richline Group, a wholly owned subsidiary of Berkshire Hathaway. The campaign's hashtags include #MarchIsMeMonth #CelebrateYou, #LiveBeautifully, and #WomensJewelryAssociation.

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 Membership Coordinator Rachel Jurisz, at rachel@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.

FOR MORE INFORMATION, CONTACT:

Peggy Jo Donahue

WJA Communications

Peggyjodonahue@gmail.com

(609) 238-9243