

WJA Announces Third Annual March is Me Month Women's Retail Empowerment Campaign with Support from JCK Industry Fund

January 27, 2022 (New York, NY) - The Women's Jewelry Association (WJA) is pleased to announce its third annual *March is Me Month* campaign to align with Women's History Month in March and International Women's Day on March 8, 2022. This annual initiative is supported for the second year in a row by JCK Industry Fund.

The campaign was developed in collaboration with over 30 members of WJA's Women's Executive Leadership Forum with the goal of empowering women to purchase fine jewelry for themselves. *March is Me Month* will officially launch on March 1, 2022, calling on every woman to celebrate herself, visit a retail jeweler, and treat herself to a piece of fine jewelry no matter the reason.

The *March is Me Month* logo, taglines, and brand guide with appropriate colors for the campaign, are available to any company in the jewelry and watch supply chain to use in their March advertising campaigns. Any fine jewelry product – either presently in showcase or newly developed, as well as a company's own brand message – can be included with the logos. Some ways to utilize the collateral include: case line signage, window signage, web banners, email campaigns, packaging inserts, table top signage, pamphlets and more. All marketing materials were refreshed for this year thanks to support from Citizen Watch America.

During the month of March, WJA will reshare *March is Me Month* social media posts, videos and stories produced by participating companies on Instagram and Facebook. The only requirement to participate in *March is Me Month* is to become a WJA member. With JCK Industry Fund's generous grant, WJA is able to extend participation and share its marketing materials with all members free of charge this year. All marketing collateral is available for download on WJA's website.

"This year, we are so pleased to announce JCK Industry Fund's continued support for our *March is Me Month* campaign. The campaign was developed by the industry for the industry and we are grateful for the opportunity to share the marketing collateral with companies large and small, including emerging designers who might not otherwise have access or the funds to participate in a retail campaign such as ours," says Jennifer Markas, executive director of WJA.

The campaign offers companies flexibility to promote and sell their own products as part of the campaign and the opportunity to participate in an industry-wide initiative supporting women's empowerment.

To participate in *March is Me Month*, companies and individuals can use this link to join WJA as a member: <https://www.womensjewelryassociation.com/join> or by contacting WJA Executive Director, Jennifer Markas at jennifer@womensjewelryassociation.com.

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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:

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