

WJA TO WELCOME BACK INDUSTRY IN-PERSON WITH UNIQUE AWARDS FOR EXCELLENCE GALA

The VIP fundraiser will take place in New York City on October 20th, 2021 and features a new format focused on community and connection with an extended cocktail hour, theater-style program, and a virtual component open to all industry professionals.

The Women's Jewelry Association invites the jewelry and watch industry to save the date for Wednesday, October 20th, 2021 when it will host its annual Awards for Excellence Gala at The Lighthouse at Chelsea Piers in New York City.

"We are thrilled to gather our industry friends and colleagues together, and to be able to host one of the first in-person industry events in New York City! Our annual gala is always highly anticipated, and we can't wait to deliver a fun evening both in-person and online," says Jacqueline Cassaway, WJA President.

The VIP in-person fundraiser will feature a fresh format focused on community and connection with an extended cocktail hour for networking followed by a compact theater-style program highlighting this year's honorees and WJA's extensive programs and accomplishments. A virtual live-stream component will be available to members and non-members who are unable to attend the event in person.

The fundraiser will center around WJA's 2021 organizational theme, *Building Resilience*, with the goal of raising funds to continue its exceptional programming and charitable giving, including WJA's diversity, equity and inclusion events, and WJA Foundation's newest Responsible Sourcing & Sustainability Education Fund supporting the development of more responsible business leaders in our industry.

Jennifer Markas, WJA Executive Director shares, "WJA is in a moment of great growth and innovation, and we are looking forward to bringing the industry together to showcase the impact our programs have had on our members over the past couple of years. It will be a great opportunity for us to share how companies and organizations can get involved in WJA to help empower women to grow professionally whether by joining as a corporate member or by sponsoring a program like our leadership development WJA Masterclass series."

An online auction will accompany the event with proceeds directly supporting WJA Foundation's grants and scholarship programs. 2021 honorees will be announced forthcoming along with sponsorship packages, which will include many opportunities for visibility and engagement such as a virtual recognition journal, virtual videos and advertisements.

For more information about sponsoring the event, please contact WJA Executive Director, Jennifer Markas, at jennifer@womensjewelryassociation.com.

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