

WJA CELEBRATES WOMEN'S HISTORY MONTH WITH INSTAGRAM LIVE INTERVIEWS

March 7, 2022 (New York, NY) - The Women's Jewelry Association (WJA) is celebrating its *March is Me Month* campaign with an Instagram Live Series in honor of Women's History Month.

March is Me Month is WJA's women's retail empowerment campaign designed to call on every woman to celebrate herself, visit a retail jeweler, and treat herself to a piece of fine jewelry no matter the reason. Nestled between Valentine's Day and Mother's Day, *March is Me Month* is a perfect moment to promote women and empower them to buy jewelry and timepieces no matter the reason.

The Jeweler's Circle, an online marketplace for sourcing and selling vintage and modern jewelry, is kicking off the first WJA Instagram Live interview on Thursday, March 10th 2022. Additional Instagram Live sessions will occur throughout the month of March with WJA corporate members, including REEDS Jewelers, Fred Meyer Jewelers, Smiling Rocks, Heritage Auctions, and the International Gemological Institute. Companies will share why women's empowerment is important to their business and how they are celebrating women around the world with jewelry! Sessions will be announced on WJA's Instagram account, @womensjewelryassociation.

The *March is Me Month* logo, taglines, and brand guide are available to any company along the jewelry and watch supply chain to use in their March advertising or promotional campaigns. 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. Some ways to utilize the collateral include: case line signage, window signage, web banners, email campaigns, packaging inserts, table top signage, pamphlets and more.

During the month of March, WJA is resharing *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 support, WJA is able to extend participation and share its marketing materials with all members free of charge for the second year in a row. All marketing collateral is available for download on WJA's website.

To participate in *March is Me Month*, companies and individuals can use this link to access the collateral <https://www.womensjewelryassociation.com/marchismemonth> or contact WJA Membership & Operations Manager, Rachel Jurisz at rachel@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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