

WJA Foundation, with Amazon Aid Foundation and Ethical Metalsmiths, to Host Free Private Film Screening of River of Gold Documentary

WJA Foundation will host a free, private online screening on June 3, 2021 at 7PM ET / 4PM PT for the documentary *River of Gold*, followed by a livestream Q&A with co-director Sarah duPont, WJA Foundation President Brandee Dallow, sustainable business strategist Christina Miller, and Pulitzer Prize-winning investigative reporter and co-author of *Dirty Gold*, Nicholas Nehamas.

River of Gold chronicles a clandestine journey bearing witness to the apocalyptic destruction of the Amazon rainforest in the pursuit of illegally mined gold. Presented by the WJA Foundation, Amazon Aid Foundation, and Ethical Metalsmiths, this event will explore responsible sourcing opportunities and how to participate in the work of positive, transformative change within our industry. A trailer for the film can be seen here: <https://vimeo.com/422483639>

WJA Foundation, a separate charitable organization from the Women's Jewelry Association, supports WJA's mission of providing educational and business opportunities that allow women to reach their full career potential. The screening will benefit WJA Foundation's newly launched Responsible Sourcing and Sustainability Education Fund. In partnership with leading institutions and organizations, this fund supports education to train professionals in our industry to become sustainability champions which will help innovate the future of our supply chains, with the goal of protecting the planet for generations to come.

"WJA Foundation is pleased to kick-off our Responsible Sourcing and Sustainability Education Fund with a private free screening of River of Gold. We are thrilled to partner with leading organizations, including Amazon Aid Foundation and Ethical Metalsmiths, to provide WJA members with access to educational materials, insights and resources on responsible sourcing practices. A portion of donations from this event will go directly toward funding education scholarships to advance best practices in our industry," says WJA Executive Director, Jennifer Markas.

Amazon Aid Foundation educates and activates global citizens to protect the Amazon through art, science, multimedia and film. Its vision is to preserve the Amazon rainforest for the health of the planet and for future generations to enjoy.

"Our aim with River of Gold is to show the impact of illicit and unregulated gold mining in order to inspire change," notes River of Gold Co-Director & Amazon Aid Foundation Founder Sarah duPont. *"It's only through a collaborative process with incredible organizations like WJA Foundation and Ethical Metalsmiths that industry transformation will happen. We are honored to present the film at this special event."*

Ethical Metalsmiths is a community of caring buyers, jewelers, designers, and suppliers. Committed to responsible, environmentally-sound practices for all facets of the jewelry industry, its mission is to strive to connect and educate people globally from mine to market. The donations directed to Ethical Metalsmiths will fund its newly organized Action Coalition, which harnesses the collective power of our activist jewelry community to take action towards a more ethical industry. As a part of the event, the Ethical Metalsmiths' Action Coalition will be donating 5 copies of the book *Dirty Gold* to 5 participants of the screening

The event is open to all professionals in the jewelry and watch industries. To register for the event, please click on the following link: riverofgold.filmbot.com.

About the Women's Jewelry Association Foundation

The Women's Jewelry Association Foundation, Inc. is a 501(c)3 corporation created to support WJA's mission of providing educational and business opportunities that allow women to reach their full career potential. The Foundation accepts gifts from individuals and corporations that are used to positively impact the jewelry and watch industries. Through its multi-dimensional funding framework, the WJA Foundation focuses its charitable giving on general jewelry education, business development and responsible sourcing and sustainability education.

About Amazon Aid Foundation

The Amazon Aid Foundation (AAF) is a 501(c)3 nonprofit organization harnessing the power of multimedia and film to educate about the importance of the Amazon and the implications of its destruction while promoting working solutions to protect it. AAF's award-winning projects affect global policy change and activate audiences worldwide to engage in sustainable approaches to protect the Amazon and demand responsibly sourced products. Our multimedia, accompanying educational curriculum, and social impact campaigns empower alliances of students, scientists, artists, NGOs, governments, and global citizens, and support stakeholders in the Amazon to further legislation and sustainable methods to protect and revitalize the rainforests. AAF supports and promotes advocacy efforts related to human and indigenous rights, clean water, the protection of species and habitat, and the regulation of illicit and unregulated gold mining and mercury usage. To learn more visit: <https://amazonaid.org/>

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