

JCK Industry Fund Promotes Inclusion with an All-New Grant Dedicated to Diversity

Norwalk, CT (August 10, 2020) – The JCK Industry Fund, which is funded by JCK and generous donations from the exhibitors and retailers that attend the JCK Shows, announced today a special new grant dedicated to promoting greater inclusivity within the fine jewelry and watch industries. New this year, the JCK Industry Fund Committee has designated a specific grant for furthering diversity within the jewelry industry by supporting BIPOC initiatives.

The all-new grant will be awarded in 2021 with application submissions due in the fall of 2020. Organizations who want to create/enhance programs that support increased inclusion within the U.S. jewelry industry are encouraged to develop their ideas and then apply in the fall.

The JCK Industry Fund was established in 1997 at the suggestion of the Plumb Club, and has since awarded over \$6 million toward program grants since that benefit the jewelry industry at large, providing funding to companies and industry-wide initiatives that improve commerce, access to education, as well as enhancing consumer perception of the fine jewelry industry. The Industry Fund Committee saw the need to add diversity to its list of important causes.

"The U.S. jewelry industry has always been international. However, social inequality in America has made the barrier to entry quite high for some talented minority jewelry professionals. The new grant aims to inspire and promote greater inclusivity in many aspects of the business," says Yancy Weinrich, COO of Reed Exhibitions USA.

"The JCK Industry Fund has always been about leading positive change in our industry," she continued. "As the Fund continues to grow in both size and scope, monies are directed each year to where they are needed most and to where significant impacts can be achieved. We believe adding a new grant specifically focused on inclusivity and diversity will be beneficial to the entire jewelry industry and its consumers immediately and for the future. "

Over the past couple of years JCK Las Vegas exhibitors have had the opportunity to donate to the Fund with their show participation, and visitors while registering to attend the show. This year, JCK Virtual 2020 attendees can donate to the Fund and/or specifically to the special new diversity grant on the [Give Back page](#) within the platform. De Beers Group will also donate \$10 per viewer for up to 500 viewers to this new grant, for those that tune in for the JCK Virtual educational session *Promoting Diversity in The Diamond Industry* presented by Dr. Benjamin F. Chavis Jr. and sponsored by De Beers Group on Wednesday, August 12, 10-10:30 AM ET.

The JCK Industry Fund Committee consists of Yancy Weinrich (COO, Reed Exhibitions USA); John Green (President & CEO, Lux Bond & Green); Eddie LeVian (CEO, Le Vian); Michael Lerche (President, Goldstar Jewellery LLC); Sam Sandberg (Chairman, A. Jaffe); and Sarin Bachmann (Group Vice President, Reed Jewelry Group).

“In a challenging year like this, we are especially proud to be part of the generous JCK Industry Fund that continues to give back and support important initiatives of our industry,” states Eddie LeVian CEO of Le Vian.

Submissions for the 2021 JCK Industry Fund application process will open in the fall. View additional information on the JCK Industry Fund [here](#) or contact jckindustryfund@reedexpo.com.

About JCK:

JCK is a trusted partner connecting jewelry retailers and manufacturers/suppliers with trends, news, products, education, and partners to build business. Whether attending face-to-face events, building inventory with online and onsite sourcing, or obtaining authoritative news and insights from JCK Magazine — the leading industry publication in print & online - JCK offers a suite of tools and events to deliver sound solutions, innovative opportunities, and essential information. For more information on JCK Events, visit jckonline.com.

About the JCK Industry Fund:

The JCK Industry Fund was established in 1997 to enhance the image of the jewelry industry and to foster development and research of programs that would benefit the industry. To date, this fund has awarded over \$6 million in grants to those organizations or individuals who have created programs that will have the most sustainable impact to improve growth and health for the industry at large.

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