



Jewelers of America press release

April 26, 2007
FOR IMMEDIATE RELEASE

CONTACT:

Peggy Jo Donahue
Director of Public Affairs
pjdonahue@jewelers.org
(646) 658-5802

Lauren Thompson
Public Affairs Coordinator
lthompson@jewelers.org
(646) 658-5817

JA Supports Responsible Gold Sourcing

Association outlines its position and provides model statement for members

New York, NY –Jewelers of America (JA), in collaboration with the Council for Responsible Jewellery Practices and the World Gold Council, has prepared a Responsible Gold Confidence Pack, with documents that its members can use to communicate with jewelry consumers, the press and other stakeholders.

The Pack begins with JA's official *Statement on Responsible Gold*, which is available to the public at its website, www.jewelers.org. It also contains two other documents that individual members can use, which are available in the Members Only section of www.jewelers.org. The first document is a *Model Statement on Responsible Gold* for members' use with consumers, as a handout and for website posting. The second is a *Sample Letter on Responsible Gold Mining*, which articulates members' support for specific mining practices.

"JA's Responsible Gold Confidence Pack affirms our members' expectations that industry supply partners will source gold responsibly," says John Cohen, chairman of the JA Board of Directors. "The documents also enable our members to quickly convey to the public that they believe gold should be extracted and processed in socially and environmentally responsible ways, and that our industry is working to improve the supply chain."

<<More>>

The Responsible Gold Confidence Pack documents make clear that retailers alone cannot resolve the issues surrounding the responsible sourcing of gold – that requires a commitment from their suppliers, too. “Without the engagement of all segments of our industry, retailers’ individual pledges to source responsibly will not be effective,” the model statement says.

The documents describe JA member support for the association’s active participation in IRMA, the Initiative for Responsible Mining Assurance, a collaborative effort among industry associations, mining companies, non-governmental organizations (NGOs) and others to develop a set of comprehensive responsible sourcing standards for the mining industry.

The Responsible Gold Confidence Pack also references Jewelers of America’s active membership in the Council for Responsible Jewellery Practices (CRJP), which will begin monitoring its members in 2008, from mine to retail, on a wide array of responsible ethical, social and environmental practices. “JA members are also given the option to add information about their own individual memberships in CRJP, if applicable, to reinforce to consumers their commitment to responsible practices,” says JA President and CEO Matthew A. Runci, who also serves as Chairman of the Board of CRJP.

The model statement concludes with web addresses for JA, CRJP (responsiblejewellery.com) and IRMA (responsiblemining.net). There are also links to two additional sites that address responsible gold issues in detail, which are sponsored by the World Gold Council, in collaboration with a number of gold mining companies (trustingold.com and responsiblegold.org). World Gold Council members (including many of the largest global mining companies), are active participants in both CRJP and IRMA as well, and already have well-documented sustainable development practices in effect.

For more information about Jewelers of America, visit www.jewelers.org.

Jewelers of America is the national trade association for retail jewelers. With over 11,000 member stores, JA also works locally through its 40 state and regional affiliates. JA advocates high social, ethical, and environmental standards, promotes professional business and leadership skills, and enhances its members’ profitability by offering education, certification, marketing and cost-saving programs.

###