



# Jewelers of America press release

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FOR IMMEDIATE RELEASE

## **Jewelers of America Promotes Jewelry Careers to Students**

*JA looks to broaden industry diversity through targeted distribution of a comprehensive guide to jewelry careers.*

New York, NY – Jewelers of America, the national trade association for businesses serving the fine jewelry retail marketplace, has sent “Careers in the Jewelry Industry,” a comprehensive guide to occupations in the jewelry industry, to 1,000 high schools in 48 states plus the District of Columbia.

The targeted mailing is meant to reach populations that are under-represented within the industry, as well as students who are may attend vocational and trade schools after graduation. It includes, “Looking for a Bright and Shining Future?”, small brochures for students interested in learning about and exploring exciting career options in the industry.

“Jewelers of America’s goal is to help ensure the jewelry industry’s future competitiveness and growth by creating a nationwide awareness of the jewelry industry as a viable career choice and by encouraging high-caliber individuals to pursue vocations with the jewelry industry,” says David Peters, director of education for Jewelers of America. “Our industry offers countless employment opportunities for young people.”

The effort is part of JA’s long-term strategy of examining and increasing diversity within the jewelry industry. The mailing will be sent to guidance and career counselors at the targeted high schools, who are encouraged to add “Careers in the Jewelry Industry” to their reference libraries and distribute the materials to their students.

The Guide will also be available online at [www.jewelers.org](http://www.jewelers.org). For additional small brochures or information, call Jewelers of America at (800) 223-0673.

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*Jewelers of America is the national trade association for businesses serving the fine jewelry retail marketplace, representing 11,000 member stores. Jewelers of America's primary purpose is to improve consumer confidence in the jewelry industry by: serving as a forum for discussion and analysis of issues; playing a leadership role in public, government and industry affairs; advocating professionalism, including high ethical, social and environmental standards; and facilitating members' access to education. For more information about Jewelers of America, visit [www.jewelers.org](http://www.jewelers.org).*

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