



MEDIA RELEASE

Marketing by Design Advertising & Public Relations ~ Box 754 ~ Mason, Texas ~76856 ~ 817 946 4103

FOR IMMEDIATE RELEASE

Date: May 3, 2017

Media Contact: Cerise Carter

Email: ceriseceleste@gmail.com

Segner's Jewelers Launches 80th Anniversary Year of Giving Campaign for Central Texas Food Bank as Fundraising for Good Samaritan Center and Volunteer Healthcare Clinic Wraps Up

Fredericksburg, Texas- Segner's Jewelers has completed the fundraising effort for Good Samaritan Center in Fredericksburg and Volunteer Healthcare Clinic in Austin which continued through April 30th. Beginning May 1st and continuing through August 31st Segner's efforts turn to raising funds for the Central Texas Food Bank. Segner's Jewelers 80th Anniversary Year of Giving campaign was designed to raise funds over the entire year for charitable organizations, over three phases, by donating 10% of net sales on all in-store merchandise (except loose diamonds) to the selected charitable organizations.

"The campaign to raise funds for charities throughout our 80th year is off to a very strong start" commented Sammy Segner, President of Segner's Jewelers. "We have raised \$3,350 for the Good Samaritan Center in Fredericksburg and \$5,285 for Volunteer Healthcare through our Bee Cave location since we began the campaign. We want to thank all the customers who came into Segner's to make purchases during this fundraising period. We know that these donations will help many folks without healthcare to receive basic services at these facilities."

John Willome, Executive Director of Good Samaritan Center, said, "It's hard to adequately express our gratitude to Segner's for what they have done for us. Healthcare is as unpredictable as ever, but our patients don't have to worry because we are here, and we couldn't be here without companies, individuals, and churches who care. I am grateful that Segner's saw the value in what we offer people in our community and chose to partner with us to impact their lives."

Executive Director Marci Roe Volunteer Healthcare Clinic commented, "We were very honored to be one of the beneficiaries. Through their generosity, Segner's Jewelry is helping to create a health care legacy for vulnerable individuals in our community ~ truly a wonderful way to celebrate the life of Allina Pokorny and the store's 80th Anniversary."

Mr. Segner noted, "This effort is a way to honor family members lost over the last year and in past years. In my mind, my niece Allina Pokorny Segner, my sister's 28-year-old daughter who we lost to cancer last June, as well as other family members who preceded her are hopefully smiling down on us as we celebrate their lives, our 80th year in business and raise funds to help others in our communities."

Central Texas Food Bank, formerly the Capital Area Food Bank, is a non-profit organization based in Austin that serves a 21 county area in Central Texas including the Hill Country. The organization supplies local food pantries and soup kitchens with nutritious food and groceries for families, food for the elderly, kids after school food programs and disaster relief for Central Texas victims of fires and floods, such as in Bastrop.

"We're thrilled that Segner's Jewelers has included the Food Bank in their Year of Giving Campaign," said Mark Jackson, Chief Development Officer at the Central Texas Food Bank. "A family business like Segner's, with such deep roots in the Austin and Hill Country area, understands how important it is that all of our neighbors have access to enough healthy food to reach their full potential. This campaign can help us make sure that happens."

Mr. Jackson added, "The rising cost of housing, utilities, transportation and healthcare leaves many of our neighbors to make impossible choices and painful sacrifices. Two-thirds of the people we serve say they had to choose between buying food and paying for housing in the past year. Eighty percent say they had to choose between food and medicine." Mr. Jackson went on to say that, "Hunger affects people from all walks of life. Working families, retired seniors on fixed incomes, grandparents with custody of grandchildren, the chronically ill and the disabled all turn to the Food Bank for help in emergencies or as part of their regular meal planning."

Segner's Jewelers will announce the third charity partners to benefit from the 80th Anniversary Year of Giving in September 2017. To contribute through purchasing, please visit Segner's Jewelers Fredericksburg location at 236 W. Main, call 830 997 2559 or Segner's Jewelers in Bee Cave at 12400 Highway 71 W., Ste 708 (beside Starbuck's in the HEB Center) or call 512 288 5457. Please visit segnersjewelers.com.

For more information on how you can support these important charitable organizations, please visit the Central Texas Food Bank at <https://www.centraltexasfoodbank.org/>, Volunteer Healthcare Clinic at <http://www.volclinic.org/>, and Good Samaritan Center at <http://www.goodsamfbg.org/>.