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For Immediate Release

Linda Allard, Jewelry By Heart2Heart
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RICHMOND, VA: The Alzheimer's Association is gearing up for its annual Memory Walk and in preparation, Jewelry By Heart2Heart is announcing its new charity donation policy. The Richmond-based jewelry company is implementing a plan to donate a percentage of every sale to charity, starting with the Alzheimer's Association.

Owner and artist Linda Kay Allard has created a line of pure silver forget-me-nots set with sapphires and 10 percent of each one sold will be donated to the Richmond chapter of the Alzheimer's Association. Traditional flower symbolism holds that forget-me-nots mean "remember me forever" and this collection was created in honor of Linda's mother, Joan.

"My mother suffered from Alzheimer's Disease and in the last months of her life, I began creating forget-me-nots both to focus my memories on who she had been and to help channel my grief," Linda said. "I chose forget-me-nots because this flower is the symbol used by the Alzheimer's Association and these pieces, also called the Joan Collection, help to benefit their work."

The staff of Jewelry By Heart2Heart have been supportive of the Richmond chapter for several years, participating annually in the city's Memory Walk and helping to raise money and awareness for Alzheimer's research.

The company's decision to donate to the Alzheimer's Association is the first step in its charity program. A local beneficiary will be named for each line, from the Lotus Collection to the Chakra Collection, so that all of Jewelry By Heart2Heart's pieces will not only gladden the heart, they will also help to make the world a better place.

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About Jewelry By Heart2Heart

Jewelry By Heart2Heart is a Richmond-based company specializing in fine spiritual jewelry. Owner and artist Linda Kay Allard channels spiritual energy into each piece, which she handcrafts using metaphysical symbols, precious metals and healing stones. Each piece is then cleansed and blessed to attract positive energy to the wearer. For more information about spiritual symbols, or to view the Jewelry By Heart2Heart collections, visit our studio at Artworks, 320 Hull St., Richmond, VA 23224 or online at www.jewelrybyheart2heart.com.

About the Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. To reach the national group, call 1-800-272-3900. To make a donation directly to the Greater Richmond Chapter, visit www.alz.org/grva or send a check to Alzheimer's Association, Greater Richmond Chapter, 4600 Cox Road, Suite 130, Glen Allen, VA 23060.