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## **For Immediate Release**

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RICHMOND, VA: This month, Jewelry By Heart2Heart is launching its second line of charity donations with a focus on arthritis. Beginning in October, Jewelry By Heart2Heart will donate 10 percent from each chakra necklace sale to the Virginia Chapter of the Arthritis Foundation.

Owner and artist Linda Kay Allard has created a line of sterling silver chakra pendants set with sapphires, rubies and other gemstones. Linda chose the Chakra Collection for the Arthritis Foundation because each chakra is attuned to a different part of the body. A person who feels pain in a particular area can wear gemstones that help to focus their thoughts and energies on that area for emotional and spiritual relief. Rubies, for instance, correspond to the first chakra and resonate with the feet and legs, bringing healing energy to the base of the body.

“Energy work does not take the place of doctors or medicine,” Linda said. “But the mind is a very powerful tool and wearing a stone that helps you to focus your thoughts on healing and positive energy can help you to feel better.”

The Jewelry By Heart2Heart staff chose the Arthritis Foundation because of the work of Erica Stotler, a young mother in Richmond who suffers from rheumatoid arthritis. Erica's work for the Arthritis Foundation and her mission to educate the public has enlightened the Jewelry By Heart2Heart staff about the debilitating effects arthritis has even on children and young adults.

Jewelry By Heart2Heart is also donating chakra necklaces for the Arthritis Foundation's Bone Bash on Oct. 23, and Jingle Bell Run/Walk on Nov. 21. In addition, the entire Jewelry By Heart2Heart staff will be walking in the Jingle Bell Run/Walk in Richmond to help raise more money and awareness for the Arthritis Foundation.

The company's decision to donate to the Arthritis Foundation is the second step in its charity program; the company has already been donating 10 percent of the Forget-Me-Not Collection to the Richmond Chapter of the Alzheimer's Association. A local beneficiary will be named for each line, from the Lotus Collection to the Heart 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 us in Studio 151 at Artworks, 320 Hull St., Richmond, VA 23224 or online at [www.jewelrybyheart2heart.com](http://www.jewelrybyheart2heart.com).

### **About the Arthritis Foundation**

The Arthritis Foundation is the only national not-for-profit organization that supports the more than 100 types of arthritis and conditions. The foundation helps people take control of arthritis by providing public health education; pursuing legislation; and conducting programs to improve the quality of life for those living with arthritis. To donate to the local chapter, or to sign up for the Bone Bash or Jingle Bell 5K, visit [www.arthritis.org/chapters/virginia](http://www.arthritis.org/chapters/virginia) or call 800-456-4687. To make a donation, mail checks to the Arthritis Foundation, Virginia Chapter; 3805 Cutshaw Ave., Suite 200; Richmond, VA 23230.