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For Immediate Release

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RICHMOND, VA: Just in time for the holidays, the Jewelry By Heart2Heart team is launching the third phase of their charity donation project. Beginning this month, Jewelry By Heart2Heart will donate 10 percent from each set of word tags to Golden Retriever Rescue of Southern Maryland.

Owner and artist Linda Kay Allard has created a line of delicate word tags made of pure silver. Each tag is inscribed with an inspirational word, such as “Peace and “Love.” Tags can also be custom-ordered with the name of a friend, child or dog.

The Jewelry By Heart2Heart staff chose Golden Retriever Rescue of Southern Maryland because of the work of the Johnson family. Joe and Pat Johnson have fostered about 50 dogs and with their daughter April (a close friend of the Jewelry By Heart2Heart team), dedicate their time and energy to rescuing golden retrievers in need of good homes.

Each year, thousands of pets are abused or neglected and groups such as Golden Retriever Rescue of Southern Maryland save them from these bad and often deadly relationships. Some of these dogs have been mistreated or abandoned and are pulled from animal shelters. Others are given up voluntarily by owners who have simply become unable to care for them because of health or finances.

“We chose word tags for the Golden Rescue project because the whole jewelry team is crazy about dogs” Allard said. “When I started making word tags, most customers had them engraved with the names of their children, grandchildren or partners. But over time, more and more people have been choosing to honor cherished pets this way and we love that idea. What better way to pay tribute to your most loyal companion?”

The company's decision to donate to Golden Retriever Rescue of Southern Maryland is the third step in its charity program; the company already donates 10 percent of the Forget-Me-Not Collection to the Richmond Chapter of the Alzheimer's Association and 10 percent of the Chakra Collection to the Virginia Chapter of the Arthritis Foundation. 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.

About Golden Retriever Rescue of Southern Maryland

Golden Retriever Rescue of Southern Maryland is a nonprofit all-volunteer organization dedicated to finding homes for golden retrievers in St. Mary's, Calvert and Charles counties in Maryland. About 75 percent of the group's dogs are given up voluntarily; the rest are rescued from the Tri-County Animal Shelter. All donations to Golden Retriever Rescue of Southern Maryland are tax-deductible. To help out, call 301-994-0132 or visit www.goldenretrieverrescueofsouthernmaryland.org.