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For Immediate Release

Linda Allard, Jewelry By Heart2Heart
804-405-5317
linda@jewelrybyheart2heart.com
www.jewelrybyheart2heart.com



RICHMOND, VA: As the new year begins, the Jewelry By Heart2Heart team is launching the fourth phase of their charity donation project. Beginning this month, Jewelry By Heart2Heart will donate 10 percent from the Chakra Bead Collection to Harmony Through Education.

Owner and artist Linda Kay Allard has created a line of chakra beads set with sapphires. Each pure silver bead contains two sapphires, one on each side, so that one gemstone is always in contact with the skin as the bead turns on its chain.

The seven chakras are energy centers within the body that run from the base of the spine to the top of the head. Each chakra is associated with a different color so each of the seven differently colored sapphires correspond to a different chakra.

Allard chose Harmony Through Education in part because the charity and Jewelry By Heart2Heart both have ties to India. Harmony Through Education provides educations for mentally and physically challenged children in rural India. Many of the gemstones used in Jewelry By Heart2Heart pieces are provided by a family of stonecutters in India who recently lost a child with mental challenges.

The Jewelry By Heart2Heart staff learned about Harmony Through Education from Nancy Kopf, a close friend who hosts the company team when they travel to the Washington, D.C. area. Kopf helps to raise money for Harmony Through Education and because of her work, Allard chose the charity as the beneficiary of the Chakra Bead Collection. She also donated a chakra bead to the charity for its Art & Artifacts Silent Auction.

The company's decision to donate to Education Through Harmony is the fourth 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, 10 percent of the Chakra Collection to the Virginia Chapter of the Arthritis Foundation and 10 percent of the Word Tag Collection to Golden Retriever Rescue of Southern Maryland. 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 Harmony Through Education

Harmony Through Education is a 501(c)3 nonprofit that provides mentally and physically challenged children and young adults in India with the opportunity to learn. In 2008, Harmony Through Education opened its first school, located in Dharamsala, India. The Harmony School is embraced by the local Indian community, Indian government officials, as well as His Holiness the Dalai Lama, who named the school, "Illuminating Loving-Kindness" School. Donations can be mailed to Harmony Through Education, Inc., 5272 River Road, Ste. 340, Bethesda, MD 20816. Donations can also be made online at www.harmonythrougheducation.org.