

GEMFIELDS



Gemfields Partners with Activist Mary Fisher to Create Luxe 100 Good Deeds Bracelet

NEW YORK, NY – Gemfields, the world’s leading supplier of responsibly sourced colored gemstones, is proud to announce an exclusive collaboration with activist designer, **Mary Fisher**, on the **Gemfields 100 Good Deeds Bracelet**. Featuring 100 ethically mined Gemfields Zambian amethyst beads, the bracelet symbolizes a commitment to perform good deeds and bring about positive change in the world. Building off of the success of the recently launched original 100 Good Deeds bracelet, the new piece celebrates giving back - a fundamental tenet of the Gemfields brand.

Vulnerable women worldwide handcraft the bracelets using Gemfields’ amethyst beads as well as a fine braided nylon cord, gold plated button and a single rubber counter. The bracelet is wrapped four times around and adjusted for a personalized fit. Each time a good deed is performed anonymously, whether large or small, the rubber counter is moved one bead closer toward the “1GD” button until 100 Good Deeds are completed.

“The motivation behind the 100 Good Deeds collection is to inspire simple acts of kindness around the world,” said Mary Fisher. “Each bracelet is a reminder to spread positive change through action and fulfill our mission to *Do Good, One Deed, One Bead, One Act of Kindness at a Time.*”

Fisher spent a decade partnering with at-risk women in Africa, designing jewelry made by the women to earn a dignified livelihood. Following the release of her memoir, “MESSENGER,” a story of discovering joy in service, Fisher met Thomas Morgan, filmmaker and father, who created the 100 Good Deeds game with his family. The rules of the game: A “good deed” means we’ve gone out of our way to help someone and it only counts if the deed remains anonymous. Morgan’s story inspired Fisher to create the 100 Good Deeds Bracelet, as a call to do good deeds and a strategy to empower women worldwide. Morgan’s game and Fisher’s bracelet have together launched a worldwide movement.

“The 100 Good Deeds bracelet is an inspiring and impressive project, not only because it supports so many vulnerable women all around the world through the making of these colorful bracelets, but the scope and scale of the movement is so exciting,” said Gemfields CEO Ian Harebottle. “And we are, of course, thrilled to see our Zambian amethyst used in such a way. It is impossible not to be proud of such a project.”

The Gemfields 100 Good Deeds bracelet will launch in May at the Couture Show in Las Vegas. One hundred percent of proceeds from sales will be donated to the Abataka Foundation, a non-profit organization that provides economic and educational opportunities otherwise unavailable to women and girls across the globe.

Join the 100 Good Deeds movement using the hashtag **#1GD**, follow us on Facebook at [Facebook.com/The100GoodDeedsBracelet](https://www.facebook.com/The100GoodDeedsBracelet), on Twitter using the handle [@The1GDBracelet](https://twitter.com/The1GDBracelet) at [Twitter.com/The1GDBracelet](https://twitter.com/The1GDBracelet), on Instagram using the handle [@the1GDBracelet](https://www.instagram.com/the1GDBracelet) at [Instagram.com/the1GDBracelet](https://www.instagram.com/the1GDBracelet) and on Pinterest at [Pinterest.com/The1GDBracelet](https://www.pinterest.com/The1GDBracelet).

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