

## **Zales Jewelers and Peoples Jewellers Celebrate Multi-Year Partnership with Autism Speaks** *Company has Raised \$1.7 Million to Support Organization as Part of Cause-Marketing Initiatives*

**Irving, TX, August 17, 2015** – Zales Jewelers and Peoples Jewellers have raised \$1.7 million over the past six years to support Autism Speaks, the world’s leading autism science and advocacy organization. Today, in support of autism awareness, the company has announced the introduction of three new Autism Speaks beads as part of its Persona collection that raises contributions for the organization. The Persona Autism Speaks beads are available exclusively at [Zales Jewelers](#) in the U.S. and [Peoples Jewellers](#) in Canada.

“We are very proud of our partnership with Autism Speaks and believe the work that they are doing to increase awareness and fund research is making a difference for those who struggle with autism,” said George Murray, president of Zale Jewelers. “Our customers have shown their unwavering support for autism awareness and research through their purchases, and we thank them for helping us champion such an important cause.”

Zales Jewelers and Peoples Jewellers now offer eight [Autism Speaks Persona beads](#), each featuring the iconic puzzle piece logo that is synonymous with Autism Speaks. The retail price of a bead is between \$35 and \$50. Together, Zales, Peoples, and Persona, First Jewelry Limited’s bead jewelry brand, contribute \$10 to Autism Speaks from the sale of each charm.

“The ongoing awareness and fundraising efforts of Zales and Peoples allows us to carry out our mission on behalf of the millions of people affected by autism,” said Alec Elbert, chief strategy and development officer of Autism Speaks. “We’re grateful for this partnership and look forward to the Zales and Peoples campaign each year. Purchasing an Autism Speaks Persona Bead is a small gesture that can help a make a big difference in lives of those with autism.”

Autism is a general term used to describe a group of complex developmental brain disorders – autism spectrum disorders – caused by a combination of genes and environmental influences. These disorders are characterized, in varying degrees, by communication difficulties, social and behavioral challenges, and repetitive behaviors. An estimated 1 in 68 children in the U.S. is on the autism spectrum.

### **About Zales Jewelers**

Zales Jewelers, a leading brand name in fine jewelry retailing, operates stores in the U.S. and Puerto Rico. Zales Jewelers is operated by Signet Jewelers Limited, the world’s largest retailer of diamond jewelry. Signet Jewelers operates Zales Jewelers among its approximately 3,600 stores. For additional information on Zales visit [www.Zales.com](http://www.Zales.com) or follow us on:

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### **About Peoples Jewellers**

Peoples®, Canada's #1 Diamond Store, is the largest retailer of fine jewellery and watches in Canada, with nearly 150 locations from the Maritimes to British Columbia. Peoples Jewellers is operated by Signet Jewelers Limited, the world's largest retailer of diamond jewelry. Signet Jewelers operates Peoples Jewellers among its approximately 3,600 stores. For more information, visit [www.PeoplesJewellers.com](http://www.PeoplesJewellers.com) or follow us on:

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### **About Autism Speaks**

Autism Speaks is the world's leading autism science and advocacy organization. It is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Mr. Wright is the former vice chairman of General Electric and chief executive officer of NBC and NBC Universal. Since its inception, Autism Speaks has committed more than \$525 million to its mission, the majority in science and medical research. Each year Walk Now for Autism Speaks events are held in more than 100 cities across North America. On the global front, Autism Speaks has established partnerships in more than 60 countries on five continents to foster international research, services and awareness. To learn more about Autism Speaks, please visit [www.AutismSpeaks.org](http://www.AutismSpeaks.org).

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