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James Avery Artisan Jewelry™ issues \$75,000 Challenge Grant for Texas Lions Camp

Kerrville, Texas. James Avery Artisan Jewelry™ has issued a \$75,000 Challenge Grant to help Texas Lions Camp reach its goal of raising \$1,000,000 in net proceeds during the 25th Annual Harry Wickersham Golf Tournament, which will be celebrated in August of 2018. Every gift designated for the event (starting with last year's tournament) will be matched dollar for dollar up to \$75,000. With this challenge, James Avery Artisan Jewelry™ has been designated as the Title Sponsor for the 2018 tournament.

“Texas Lions Camp is honored that *James Avery Artisan Jewelry™* has chosen to partner with TLC in our FUNdraising efforts by offering this generous Challenge Grant opportunity as well as taking a leadership role as the Title Sponsor for this event,” said Stephen S. Mabry, Chief Executive Officer of TLC. “Each summer, our organization provides, at no cost, a residential camp experience for over 1,500 campers, who have physical disabilities, Down syndrome, type 1 diabetes, or cancer. This camp would not be possible without financial support from individuals, corporations and foundations as well as Lions in the Hill Country and across Texas.”

Chris Avery, President/CEO of *James Avery Artisan Jewelry™*, noted, “Our organization has a rich history of investing in community organizations such as Texas Lions Camp. We are pleased to provide this Challenge Grant of \$75,000 to support programs for children in the Hill Country and throughout Texas as well as encourage our friends and neighbors to support the organization.”

About the Golf Tournament

The history of this Golf Tournament began with four Texas Lions (Lions Mike Butler, Marshall Cooper, Bruce Rickert and Harry Wickersham) coming to the Annual Board meeting of Texas Lions Camp (TLC) in Kerrville to enjoy fellowship with each other. They all loved to play golf and so what began on a \$10 per person gentlemen’s donation at the *Flying L Ranch Golf Course* in Bandera, Texas, has grown into a major FUNdraising event which generates more than \$60,000 annually for children with special medical conditions.

Other Lions heard about the golf outing and dozens joined in to play in subsequent years including Lion Ed Stebbins who was recruited to help organize the event into an annual fun-raising opportunity. He made the original presentation to the TLC Board of Directors to make the Golf Tournament an annual FUNdraising event as well as recommended that the event be named in honor of Lion Harry Wickersham (who was the real golfer in the original foursome). In addition, he recruited Lion Lester Frantzen and the Fredericksburg Lions Club to help organize and operate the tournament each year.

Over the years, this event has raised more than \$850,000 through sponsorships and player fees with proceeds benefitting the thousands of children with special medical conditions who attend summer camp each year. In recognition of the 25th Anniversary of the *Harry Wickersham Golf Tournament* in 2018, the Board of Directors of Texas Lions Camp has set a goal to reach \$1,000,000 in net proceeds by August 2, 2018.

In addition to the generous Challenge Grant from *James Avery Artisan Jewelry™*, a *special commemorative pin* has also been designed by the Tournament Golf Committee and will be offered for any donations of \$100 or more. Only 1,000 pins will be available, so get yours early!

About James Avery Artisan Jewelry™

James Avery Artisan Jewelry™ is a vertically integrated, family-owned company located in the heart of the Texas Hill Country. They offer finely crafted jewelry designs for men and women in sterling silver, 14K and 18K yellow and white gold and gemstones – designed by skilled artisans in Kerrville, TX.

James Avery jewelry is designed to reflect on personal connections that are important to their customers' lives. They are a multi-channel retailer and their jewelry is available in 5 states through 78 James Avery stores and is available in over 200 Dillard's stores in Texas and in 27 additional states; and nationwide through JamesAvery.com. James Avery crafts jewelry in four Texas workshops — one each in Hondo, Fredericksburg, Kerrville and Comfort.

For more information about *James Avery Artisan Jewelry™*, please visit the organization's website at www.JamesAvery.com or call (800) 283-1770.

About Texas Lions Camp, Inc.

Texas Lions Camp, Inc., (TLC) provides, without charge, a camp for children who are physically disabled, have Down syndrome, cancer or Type 1 diabetes from the State of Texas, regardless of race, religion, or national origin.

The organization was chartered as a nonprofit corporation on April 4, 1949 by the Lions Clubs of Texas and is recognized as a non-profit corporation, under section 501 (c)(3) of the Internal Revenue Service Code. The Camp is accredited by the American Camp Association and is licensed by the Texas Department of State Health Services. In addition, the organization is recognized with a Four-Star rating from Charity Navigator and is a Gold level participant on GuideStar.

More than 70,000 Texas children with special medical conditions have attended the program since TLC was founded over 68 years ago. Through this mission, TLC's goal is to introduce children to the "Can Do" philosophy and thus position them "to step into their calling" and achieve maximum personal growth and self-esteem.

Those who are interested in learning more about the *25th Annual Harry Wickersham Golf Tournament* and/or contributing to the work of Texas Lions Camp are invited to visit www.lionscamp.com or by emailing Milton Dare at mdare@lionscamp.com. If preferred, you may also call 830-896-8500 for more information.

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