

Jewelry By Heart2Heart



August 2009 Newsletter

www.jewelrybyheart2heart.com

August special is the Forget-Me-Not Collection

This month's special is the Forget-Me-Not Collection, a special line of delicate pure silver flowers set with precious stones.

Traditional flower symbolism holds that forget-me-nots mean "remember me forever" and this collection was created in honor of Joan Adkins, the mother of Jewelry By Heart2Heart owner and artist Linda Allard.

Linda's mother suffered from Alzheimer's Disease and in the last months of her life, Linda began creating forget-me-nots both to focus her memories on who



her mother had been and to help channel her own grief.

Linda chose forget-me-nots because this flower is the symbol used by the Alzheimer's Association and these pieces, also called the Joan Collection, help to benefit their work. Ten percent of every forget-me-not sold will be donated directly to the Alzheimer's Association as the first step in our move to donate a portion of all sales to a specific charity.

Throughout August, all of Jewelry By Heart2Heart's forget-me-nots are 20 percent off. This month and every month, an additional 10 percent will go to the Richmond Chapter of the Alzheimer's Association.



Future Jewelry By Heart2Heart owner and artist Linda Allard with her mother, Joan Adkins.

This month's winner is ...

Last month, the Jewelry By Heart2Heart team asked our friends to send us photos of their favorite flowers. Cissy Lenakos of Gloucester, Va. is the winner for her photo of moonflowers growing on her porch.



Moonflowers bloom at night with large white blossoms that seem to glow and illuminate everything around them. Their

sweet fragrance, which spreads through the air around them, make moonflowers an ideal plant for porches and balconies.

For sending in the winning photo, Cissy will receive a pure silver charm from the Forget-Me-Not Collection.

Thanks to everyone who participated in Jewelry By Heart2Heart's summer contest series. Keep an eye out for more contests later in the year by watching our monthly newsletter and following our Facebook blog.

We're expanding!

The Jewelry By Heart2Heart team is expanding our operations by moving into a larger studio at Artworks to accommodate our growing business. The new studio will allow for more jewelry displays, plus reiki and crystal healing by Jewelry By Heart2Heart owner Linda Allard, who is certified in healing arts.

In addition, the studio will feature photography by

Jewelry By Heart2Heart employees Andrew Clarke and Tara Courtland, plus henna by the staff yoga guru, Dvora Courtland.

We're now at Studio 151, Artworks, 320 Hull St. in Richmond. Artworks is open Tuesday through Sunday from noon to 6 p.m. The Jewelry By Heart2Heart team will be in the studio every fourth Friday from 7 to 9 p.m. for Artworks' monthly celebration.

