



FOR IMMEDIATE RELEASE
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Marjaree Mason Center Partners with Orloff Jewelers to Promote National Purple Thursday on October 20, 2016.
Orloff Jewelers supports Purple Thursday campaign by raising awareness of domestic violence, supporting victims in our local community and encouraging customers to wear purple.

Fresno, CA (October 17, 2016) – Orloff Jewelers is partnering with the Marjaree Mason Center, Fresno County's only dedicated provider of domestic violence shelter and support services, to participate in Purple Thursday -- a nationwide day dedicated to encouraging the community to wear purple clothing and/or accessories in support of advocating against domestic violence. This year's Purple Thursday is Thursday, October 20, 2016 and it will mark the 11th annual observance of Purple Thursday. Participants are encouraged to post a photo of themselves wearing purple on their social media channels with #PurpleThursday.

Orloff Jewelers, located in Fig Garden Village, will offer the following incentives to support the cause on Thursday, October 20. Contact the store directly for additional information at 559.221.6622.

- **Purple Ribbon Lapel Pin Giveaway**
Orloff Jewelers will give away a purple ribbon lapel pin to the first 50 people who visit their store on Purple Thursday who are wearing the color purple and mention Purple Thursday.
- **Purple Amethyst Jewelry & Loose Gemstones Case Display**
Orloff Jewelers will have a special case display showcasing a selection of their amethyst gemstone jewelry and loose amethysts.
- **Enter to Win an Amethyst Loose Gemstone**
Visit Orloff Jewelers on Purple Thursday and enter to win Orloff Jewelers' Loose Amethyst Stone Giveaway. Winner will be drawn on the same day to win a loose amethyst gemstone. No purchase necessary to enter.
- **Proceeds Donation to Marjaree Mason Center**
Orloff Jewelers will donate 10% of net sales to Marjaree Mason Center from the purchases of any purple jewelry, any loose purple stones or anyone who mentions MMC and buys any item.

"We're honored to partner with Marjaree Mason Center to raise awareness for domestic violence," said James Orloff, owner of Orloff Jewelers. "Purple Thursday is just one small way we can do our part to help women and children in crisis. The first 50 people who come into our showroom mentioning Purple Thursday will receive a purple ribbon lapel pin."

Executive Director of the Marjaree Mason Center, Nicole Linder adds "we're honored to partner with Orloff Jewelers to promote Purple Thursday. Funds raised from the campaign will help to provide safe housing and support services for victims affected by domestic violence in the local community."

If your business is interested in participating in Domestic Violence Awareness Month or Purple Thursday, contact Kaysha Rajani, Marjaree Mason Center's Director of Development and Communications at kaysha@mmcenter.org or 559.487.1313.

[About Marjaree Mason Center:](#)

For over 35 years, the Marjaree Mason Center (MMC) has offered safe house and support services to victims of domestic violence in Fresno County. Currently, the Center operates the county's only dedicated provider of domestic violence safe house and support services, including education for victims and youth. The Center was founded in 1979 after the murder of Marjaree Mason, a native of Easton. A graduate of Washington High School and Reedley College, Marjaree lived in Fresno for 31 years and was well known in the community. The Marjaree Mason Center supports and empowers adults and children affected by domestic violence, while striving to prevent and end the cycle of abuse through education and advocacy. To contact MMC, call the business center at 559.237.4706 or visit online at mmcenter.org, [Facebook](#), [Instagram](#), [Pinterest](#) or [Twitter](#). For emergency assistance, call the 24-hour confidential hotline at 559.233.HELP (4357).

[About Orloff Jewelers:](#)

Since 1957, Orloff Jewelers has been serving the Fresno community. Located in Fig Garden Village in their 5,400 square foot store next to Patrick James, Orloff Jewelers is owned by James and Mary Ann Orloff, second-generation owners who carry on the traditions of quality, value and customer service that have always set Orloff Jewelers apart. They offer an assortment of fine jewelry including fashion lines from top designers, loose diamonds, and custom designs. As one of the leading jewelry buyers in California, James Orloff uses his 35 years of experience to ensure only the highest quality products adorn their shelves. It's this attention to detail that has earned Orloff Jewelers membership in the American Gem Society placing them in the top 5% jewelry stores in the nation.

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