

Keyword: The Jewellery Channel

TJC launch new charity scheme

TJC launch new charity scheme. TJC, formerly known as 'The Jewellery Channel, has launched a new charity programme to support children living in Jaipur, Rajasthan.

The jewellery TV shopping channel said it has launched the 'One for One' plan, which aims to provide a healthy meal for a child in need every time an item is purchased.

The campaign is the brainchild of the company's managing director, Colin Wagstaffe, who set the scheme up earlier this year. Since February, TJC said it has so far provided over 250,000 meals.

Wagstaffe said that for every single item TJC's customers buy, it will provide a meal for a hungry child. He said that this year TJC expect to fund over two million school lunches for underprivileged children.

He said: "One of our founding principles is to do the right thing – for our customer, our TJC team, and for the communities in which we operate. TJC's One for One programme is purely and simply about doing the right thing.

"This won't just be an initiative that we do for a week or a month, we intend to do this for years to come and provide millions of meals. To start with, we'll be distributing meals to schoolchildren in India, but in time we hope to provide meals in the UK, China and Thailand – in all the countries where our business impacts."

Wagstaffe added that TJC customers can "treat themselves, happy in the knowledge that they've provided sustenance to those in need".

The post appeared first on Jewellery Focus

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