

# News Release

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## For immediate release

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## Practical and perfect for Mother's Day

**Jewelers Mutual Insurance Company, Neenah, Wis.** – According to About.com, 96% of the population will honor their collective 82.5 million mothers and/or wives this Mother's Day. In this slow economy, this may be the year to give moms something practical—jewelry insurance. While many mothers own jewelry, few have it adequately insured.

Many people assume that a loss would be covered on a homeowners policy, but in reality, homeowners policies cover very limited amounts when it comes to jewelry, typically \$1,000 to \$2,000. That amount is certainly not enough to replace a wedding/engagement ring set, much less any other jewelry your mother may have in her jewelry box. Many women who lose their jewelry can't afford to replace it, and without that tangible item, the valuable memories associated with the lost jewelry begin to fade as well.

With today's economy causing hardships, home break-ins and hold-ups are increasing. Police in many states are issuing warnings about increasing security measures. What are thieves frequently looking for? Cash and jewelry. Thieves know that in a down economy jewelry is one of the few things that holds its value.

A practical gift of jewelry insurance makes good sense. To purchase insurance for your mother, you'll need to enlist her help. First, find out if she has adequate jewelry insurance coverage. If not, does she have appraisals for her valuables? If she doesn't, take the initiative to obtain appraisals and do the legwork needed to purchase insurance for her.

Jewelry insurance is relatively inexpensive, \$1 to \$3 per \$100 of value. You can get a free no obligation quote at [www.JewelersMutual.com](http://www.JewelersMutual.com) using the [quote calculator](#). Jewelers Mutual is a  
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specialty insurer that insures only jewelry and jewelers in the industry. They are exclusively endorsed by the American Gem Society.

Our mothers take care of us throughout our lives, but they are notorious for neglecting themselves--it's no wonder Mother's Day is one of the most celebrated holidays in the United States. While it may be unconventional, purchasing jewelry insurance is a gift of unselfishness. It fills a need your mother has not taken time to do for herself, and it protects her just as she has protected you. What could be more perfect for mom?

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*Jewelers Mutual Insurance Company is the only company specializing exclusively in jewelry insurance in the United States and Canada. The company's strong financial position is reflected in its continued A+ Superior rating from A.M. Best. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewelers who needed affordable insurance. Today, Jewelers Mutual insures manufacturers, repair businesses, craftsman, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals, and is licensed in all 50 states. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and 185,000 individual policyholders carry \$2.5 billion in personal insurance coverage. Visit the Jewelers Mutual Web site at [www.jewelersmutual.com](http://www.jewelersmutual.com). Logos, photos, and graphics are available in the newsroom at [www.jewelersmutual.com](http://www.jewelersmutual.com).*

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