

# Information Release

October 5, 2009

## For immediate release

From: [Jewelers Mutual Insurance Company](#), 24 Jewelers Park Dr., P.O. Box 468, Neenah, WI 54957-0468. Phone 800-558-6411. Fax: 920-725-9401. [www.JewelersMutual.com](http://www.JewelersMutual.com).

Contact: **Char DeCoster, Marketing Communications Specialist, (800) 558-6411, extension 2337 or [cdecoste@jminsure.com](mailto:cdecoste@jminsure.com).**

### **Packing valuables? Kiss them good-bye.**

*Don't make your valuables a target for thieves this holiday season*

**Neenah, Wis.** – With an unreliable economy plaguing Americans across the country, some have turned to stealing to get by. Cash and jewelry are among the list of most frequently targeted items. According to FBI statistics, almost \$2 billion worth of jewelry and precious metals was stolen in 2008, and less than five percent was recovered.

Bedroom jewelry boxes and safes are frequently broken into while homeowners are away, but just as often, jewelry is stolen from distracted travelers in airports and hotel rooms, or out of unattended baggage.

Frazzled travelers become easy targets, which is why if you travel with valuables, you must carry them yourself and never leave them unattended. Sound extreme? As a specialty insurer, [Jewelers Mutual Insurance Company](#) can assure you it is not.

"Airports and hotel lobbies frequently are very active public spaces that create a sense of false security. We've had reports of thefts from jewelry salespeople that occur in the course of checking in. They drop their guard just long enough to register by merely setting their baggage next to their feet on the floor," says David Sexton, vice president of Loss Prevention at Jewelers Mutual, "and when they look back down it is gone."

When preparing to travel, your first question should be, "Do I really need to bring my valuables along?" If the answer is yes, then there are steps you can take to minimize the risk of stolen jewelry and valuables.

#### **If I travel with jewelry, what else do I need to know?**

- Insure your jewelry before leaving home; be sure your coverage is adequate, and have an accurate appraisal or insurance evaluation in your home records.
- If going out of the country, confirm that your insurance policy covers you as you travel.
- Be sure your policy covers theft, accidental loss, and mysterious disappearance. Jewelers Mutual Insurance Company offers such a policy at [JewelersMutual.com](http://JewelersMutual.com) or (800-558-6411).
- Be acutely aware of your surroundings. If you feel even slightly unsafe, discreetly cover your jewelry and turn your rings so the large stones do not attract unwanted attention.

- Do your best to blend in with the crowd and stay in well-lit, populated areas.
- Never hide your jewelry in your hotel room, or leave jewelry out and unattended. When not wearing it, place jewelry in an in-room or hotel safe. Be sure entry doors are securely locked when you exit.
- If swimming, leave your jewelry in the hotel safe. Beach bags are easily lifted while you swim, doze, or look away.
- Leave jewelry on in public places, including restrooms, even when applying soap or lotion. Lost, snatched, and left behind jewelry are some of the most common reasons for loss.

By insuring your jewelry and valuables before leaving home, and being sensible and aware when traveling, you can minimize risk and travel worry-free.

###

*Jewelers Mutual Insurance Company is the only company specializing exclusively in jewelry insurance in the United States and Canada. The American Gem Society and Jewelers of America exclusively endorse Jewelers Mutual. 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, craftsmen, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals, in the United States and Canada. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry businesses, and 200,000 individual policyholders carry \$3 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 [JewelersMutual.com](http://JewelersMutual.com).***

You have received this release because you have a business relationship with Jewelers Mutual or the information herein may be beneficial to you. Jewelers Mutual adheres to all state and federal anti-spam laws. To unsubscribe or change your e-mail address, please contact Jewelers Mutual Insurance Company at 24 Jewelers Park Drive, PO Box 468, Neenah, Wis. 54957-0468, call 800-558-6411, or e-mail [communications@jminsure.com](mailto:communications@jminsure.com) <<mailto:marketing@jminsure.com>>. © 2009 Jewelers Mutual Insurance Co.

Did you find this information helpful? Please forward.