



NEWS RELEASE

KAY Jewelers and Whistle Sports Partner with Christian McCaffrey and Family to Launch the Husband Playbook, the Ultimate Foolproof Guide to Mother's Day Gifting

2026-04-23

Christian McCaffrey, alongside parents, Ed and Lisa, debuts a coaching-style series that uses sports logic to simplify gifting and shows why every winning play starts with KAY Jewelers.

AKRON, Ohio--(BUSINESS WIRE)-- KAY Jewelers and Whistle Sports are taking the stress out of Mother's Day gifting by drafting Christian McCaffrey and his parents, Ed and Lisa, to launch "The Husband Playbook." Designed to remove the guesswork from gifting, the partnership provides all gift givers with a relatable game plan to celebrate the mothers in their lives with meaningful, lasting jewelry.

"Guided by the influence of his parents, Christian McCaffrey's journey highlights how a strong foundation of love shapes success far beyond the field," says Julie Yoakum, President of KAY Jewelers. "As Christian approaches his first Mother's Day as a father, we wanted to help other gift-givers by sharing his experience in a relatable and fun way. By launching 'The Husband Playbook,' KAY is helping shoppers everywhere win Mother's Day gifting by giving them the smartest play of all, the gift of timeless, personal jewelry."

The coaching-style social series pairs NFL veteran and former wide receiver, Ed McCaffrey with new dad Christian, to draw up a winning game plan for Mother's Day gifts. Using sports logic and relatable humor, the duo offers an expert perspective on fool-proof ways to score big with a gift from KAY. Beyond the playbook, the social series serves to honor the real MVP of the family and matriarch, Lisa McCaffrey.

"I've spent my life following playbooks, but becoming a dad is a whole new game," says 49ers running back Christian McCaffrey. "Partnering with KAY on 'The Husband Playbook,' felt like a natural fit – it's about taking what I've learned from my parents and helping others feel more confident when it comes to gifting. They showed me that the most meaningful moments come from genuine, thoughtful gestures and KAY makes it easy to express that in a way that feels personal."

KAY knows meaningful gifting is about honoring the people and memories that mark who you are and where you're going. From everyday achievements to once-in-a-lifetime celebrations, KAY is committed to helping customers turn life's defining moments into lasting symbols of connection. KAY has a wide variety of accessible and meaningful gift options including jewelry from the new Jouje and Mom + Me collections. KAY's online and in-store custom and personalization services are also available to help customers create the perfect gift.

The Playbook: The McCaffrey Family's Top Mother's Day Gifts from KAY

- Christian's Pick: **JOUJE Collection Lab-Grown Diamond Scatter Vertical Necklace 1 ct tw 10K White Gold 18" | Kay**
- Lisa's Pick: **Mom + Me Lab-Grown Diamond & Lab-Grown Diamond Necklace 1/2 ct tw 10K Yellow Gold 18" | Kay**
- Ed's Pick: **Certified Diamond Round-cut Earrings 1 ct tw 14K White Gold (I/I1) | Kay**

"The Husband Playbook" launched April 22, 2026, and is available to watch on KAY's social media channels, @kayjewelers (Instagram, Facebook, TikTok, YouTube Shorts, and X). For more information on KAY Jewelers, please visit www.KAY.com.

ABOUT KAY JEWELERS

For over 100 years, KAY Jewelers has helped millions of people express love and celebrate life's most meaningful moments. Operated by Signet Jewelers Ltd., KAY Jewelers is America's #1 jewelry retailer and the world's largest retailer of diamond jewelry. For additional information on KAY Jewelers visit www.KAY.com.

About Team Whistle:

Team Whistle is a DAZN Group sports and entertainment media company built to engage and activate today's generation, wherever they consume content globally. As a pioneer in data-driven content creation and distribution, Whistle has a positive and relatable original content slate of 50+ shows and a creator network that generates over four billion views per month across digital and social platforms such as YouTube, TikTok, Snapchat, Instagram, and Facebook. With these deep ties to social and streaming platforms, Team Whistle's internal agency "MAGNET," provides platform-first content strategies to brands, leagues and platforms to attract audiences and create revenue opportunities.

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Source: KAY Jewelers