



NEWS RELEASE

KAY® Jewelers will ring in hope and love at the Times Square New Year's Eve Celebration with celebrity host Jonathan Bennett and TikTok personality Kat Stickler

12/26/2023

KAY will spotlight partnership with St. Jude Children's Research Hospital and Inspire Hope in the New Year

AKRON, Ohio, Dec. 26, 2023 /PRNewswire/ -- KAY Jewelers will celebrate every kiss and inspire hope for the New Year as the Official Kiss Sponsor of the Times Square New Year's Eve Celebration for the third consecutive year. KAY will partner with event host Jonathan Bennett and his husband Jaymes Vaughan to welcome the New Year with in-person revelers and viewers around the country.

As part of the festivities, KAY and partners Jonathan and Jaymes, as well as TikTok personality Kat Stickler, will ask people to share their New Year's kiss with the new #KayKiss TikTok branded effect.

KAY Jewelers will use the worldwide platform to usher in hope for 2024 and celebrate love by highlighting their partnership with St. Jude Children's Research Hospital ®. As part of this initiative, the hosts will interview the parents of 3-year-old St. Jude patient, Beckett, who recently celebrated the end of chemotherapy after eight months of treatment for brain cancer. KAY hopes viewers will be inspired by his story and consider setting the intention of hope and love for the New Year with a gift to St. Jude.

"Our integrated partnership for New Year's Eve is a special one," said Bill Brace, President of KAY. "It ladders up to our mission of having KAY inspire hope and love, but in a modern way. With the integration of our social media campaign, particularly with TikTok, this is one of our most successful brand campaigns to date. KAY is constantly evolving to meet the needs of our consumers, which goes beyond product. We're happy we can use the stage on New Year's Eve to not only highlight our mission as a brand to celebrate every kiss, but also, our long-standing partnership with St. Jude."

KAY's commitment to St. Jude has helped advance research, treatment and cures for life-threatening pediatric diseases. KAY has supported St. Jude in its promise that no family will ever receive a bill from St. Jude for treatment, travel, housing, or food – so that they can focus on helping their child live. KAY is celebrating hope and love for the New Year in the following ways:

- To close out 2023, Signet Jewelers, parent company of KAY Jewelers, announced a new \$100 million commitment to St. Jude to further increase survivorship in the US and around the globe where survivorship

