NEWS RELEASE

KAY and Colin Jost Make Finding the Perfect Holiday Gift Easier with New Love All In Holiday Campaign

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Building on KAY's evolving Love All In platform, the campaign turns the stress of finding the perfect gift into a more joyful experience.

AKRON, Ohio--(BUSINESS WIRE)-- This holiday season, KAY is encouraging shoppers to go all in on the perfect gift. As part of its Love All In platform, the jeweler has partnered with Saturday Night Live's Colin Jost for a new holiday campaign that uses his signature humor to capture the challenges and anxieties of finding the perfect gift for the people who matter most.

Colin Jost for KAY Holiday Campaign

Finding the right gift for someone you love can feel like an impossible task. In fact, 40% of people struggle to find the right gift, according to the American Psychological Association. KAY is challenging the fear of getting it wrong with a simple message: when it comes to showing love to someone you care about, the biggest mistake isn't choosing the wrong gift, it's holding back. It is a reminder that the best expressions of love happen when you go all in.

"At KAY, we believe the best expressions of love happen when you're willing to go all in," said Julie Yoakum, President of KAY. "The holidays often bring pressure to find the perfect gift, but we want to remind shoppers that the most meaningful gifts come from expressing how you feel and showing up wholeheartedly for the people you love. Colin's signature humor brings that idea to life in a way that resonates with anyone who's ever second-guessed what to gift someone they care about."

Jost brings that idea to life in the campaign's hero commercial embarking on an increasingly ridiculous journey to find the perfect gift. Through cinematic storytelling and absurd obstacles, the film dramatizes the familiar anxieties of holiday gifting before landing on an obvious destination: KAY.

The campaign builds on KAY's Love All In platform, to continue the brand's evolution to celebrate love in all its forms, from life's biggest celebrations to the everyday moments of love. With Jost's signature humor at the core, the holiday campaign brings that message to life, encouraging consumers to go all in for the people they love.

The campaign will run across KAY's Instagram and YouTube channels at @kayjewelers, as well as linear TV and streaming. For more information on KAY, please visit **KAY.com**.

ABOUT KAY

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., one of the most influential jewelry companies, KAY Jewelers is America's #1 jewelry retailer and Signet's flagship brand. For additional information on KAY Jewelers visit **www.KAY.com**.

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