



NEWS RELEASE

Signet Jewelers reaches record \$10M fundraising benefitting St. Jude Children's Research Hospital

2025-04-08

AKRON, Ohio--(BUSINESS WIRE)-- Signet Jewelers, the world's largest retailer of diamond jewelry, which includes **KAY Jewelers, Zales, Jared** and **Banter by Piercing Pagoda**, announced today it raised a record-breaking \$10 million in FY2025 to benefit the lifesaving mission of **St. Jude Children's Research Hospital: Finding cures. Saving children.**® This fundraising milestone tops the previous year's record of \$8.75 million and represents Signet's largest ever single-year fundraising total.

Signet has raised more than \$100 million for St. Jude since becoming an official partner more than 26 years ago. In October 2023, the company celebrated by announcing a new \$100 million commitment. Signet's more than 24,000 North American team members support fundraising and awareness efforts to ensure no family receives a bill from St. Jude for treatment, travel, housing or food — so they can focus on helping their child live.

Donations come from the annual sale of plush toy puppies and bears at Kay and Jared stores, customer donations, employee giving campaigns, percentages of proceeds from select product lines, and in-kind product donations to charitable events. Employees also participate in annual **St. Jude Walk/Run** events across the country as a national team and the **St. Jude Memphis Marathon® Weekend**. Signet is also a proud **partner** during **Childhood Cancer Awareness Month** in September and during the St. Jude **Thanks and Giving®** holiday campaign. During FY25, customer donations to St. Jude grew an average 23% across Signet's brands.

"We are incredibly grateful that our team members and customers are dedicated to Signet's purpose of Inspiring Love," said J.K. Symancyk, CEO of Signet Jewelers. "I'm so proud to be able to say that we've shattered another fundraising record as we continue to do everything we can to help St. Jude give its doctors and researchers the tools and technology they need to make the next groundbreaking discovery."

Signet also joined forces with St. Jude in December on its Build Against Cancer Livestream with DrLupo viewed by 1 million people. For the first time, livestream viewers who donated to St. Jude were randomly selected to win diamond jewelry from Banter.

"Our great friends at Signet are helping more children in the U.S. and around the world survive and thrive through their longstanding commitment, which enables St. Jude to advance research and means of treatment for childhood cancer and other life-threatening diseases," said Ike Anand, interim CEO of **ALSAC**, the fundraising and awareness organization for St. Jude Children's Research Hospital. "We are grateful for the love and generous support that Signet customers and team members have continued to show the patient families of St. Jude for more than two

decades.”

In addition, Signet Jewelers’ brands are prominent throughout the St. Jude campus, highlighting how the company supports patients from day one through treatment, care and survivorship. Support from Signet ensures continued care through the Patient Registration Area presented by Signet Jewelers, the St. Jude Children’s Research Hospital-Washington University Pediatric Cancer Genome Project, the St. Jude Solid Tumor Clinic presented by Signet Jewelers, the Patient Care Center Second Floor presented by Signet Jewelers and the Kay Research and Care Center. At the center of it all is Kay Kafe, where St. Jude staff and families connect and gather for meals day and night.

During FY25 the top donation stores included:

- Jared – Spotsylvania Mall in Fredericksburg, VA
- Kay – Columbia Center in Kennewick, WA
- Zales – Kings Plaza in Brooklyn, NY
- Banter – Providence Place in Providence, RI

About St. Jude Children’s Research Hospital®

St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and it won’t stop until no child dies from cancer. St. Jude shares the breakthroughs it makes to help doctors and researchers at local hospitals and cancer centers around the world improve the quality of treatment and care for even more children. Because of generous donors, families never receive a bill from St. Jude for treatment, travel, housing or food, so they can focus on helping their child live. Visit **St. Jude Inspire** to discover powerful St. Jude stories of hope, strength, love and kindness. Support the St. Jude mission by donating at **stjude.org**, liking St. Jude on **Facebook**, following St. Jude on **X**, **Instagram**, **LinkedIn** and **TikTok**, and subscribing to its **YouTube** channel.

About Signet Jewelers

Signet Jewelers Limited is the world’s largest retailer of diamond jewelry. As a Purpose-driven and sustainability-focused company, Signet is a participant in the United Nations Global Compact and adheres to its principles-based approach to responsible business. Signet operates approximately 2,600 stores primarily under the name brands of Kay Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, James Allen, Rocksbox, Peoples Jewellers, H. Samuel, and Ernest Jones. Further information on Signet is available at **www.signetjewelers.com**. See also **www.kay.com**, **www.zales.com**, **www.jared.com**, **www.banter.com**, **www.diamondsdirect.com**, **www.bluenile.com**, **www.jamesallen.com**, **www.rocksbox.com**, **www.peoplesjewellers.com**, **www.hsamuel.co.uk**, **www.ernestjones.co.uk**.

Katie Spencer
katie.spencer@signetjewelers.com

Source: Signet Jewelers