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Donated Wedding Rings Finance Clean Water in Africa

Yorba Linda, CA, February 2008. While retailers lamented the disappointing Christmas sales, they are cheering the National Retail Federation's projection that Americans are expected to spend \$16.9 billion on Valentine's Day this year. That's an increase of more than 18% from 2007. With jewelry continuing to be one of the top four stand-by purchases by men (27.6%) and one retailer pushing its new engagement ring line starting as low as \$600, what will happen to the "stuff" being replaced?

Ali Eastburn, Executive Director of With This Ring, challenges us to *Give It Away*.

In 2006, Ali learned that children in Africa were becoming sick and dying because they had no clean water. On Ali's finger was her diamond wedding ring, and she recognized that its worth alone could literally prevent death. Ali sold her wedding ring and founded **With This Ring**, a charitable organization seeking to provide the poor of Africa with clean drinking water while introducing Western Christians to this transformational form of sacrificial giving. Now Ali seeks to challenge others to join her to fund wells across Africa.

Based in Yorba Linda, CA, With This Ring doesn't just focus on married couples, but soon-to-be married couples, widows, divorcees and singles, encouraging them to experience the joy of giving and positively impacting impoverished lives. WTR asks people to take stock of what they own and be creative about using what they have that will in turn bless others—following Jesus' teaching to be stewards of our material goods, not just our money.

Since WTR's creation, 20 women have donated rings to the cause of building wells in Africa. With an average diamond wedding ring costing \$1,238, according to Modern Jewelers, WTR will invest the monetary value of these rings into drilling wells to supply clean water. Partnerships are already being formed and sites identified for the first wells funded by WTR.

It may not be the jingle the jewelry industry wants to hear, but With This Ring believes that it is the message Christians need to hear:

If you want to make a difference, give a kiss but not with Kay. You can give it all away!

To find out more about With This Ring, visit www.withthisring.org, where you can sign up for WTR's free weekly e-newsletter, Bling!, Also, you can read Ali Eastburn's blog at <http://withthisring.wordpress.com/>.

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