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**James Avery Artisan Jewelry provides \$50,000 Challenge  
to celebrate 75<sup>th</sup> Anniversary of Texas Lions Camp**  
*Named Title Sponsor for 31<sup>st</sup> Annual Harry Wickersham Golf Tournament*

*Kerrville, Texas - James Avery Artisan Jewelry has issued a \$50,000 challenge-matching grant to help commemorate the 75<sup>th</sup> Anniversary of Texas Lions Camp and support children with special medical conditions attending Summer Camp 2024. Every gift designated for the 31<sup>st</sup> Annual Harry Wickersham Golf Tournament will be matched dollar for dollar up to \$50,000. With this challenge, the company has also been named the **Title Sponsor** for the 2024 Golf tournament.*

"Texas Lions Camp (TLC) is excited that James Avery Artisan Jewelry has agreed to help TLC celebrate our Diamond anniversary and participate with our organization again in 2023-2024 and invest in our mission by offering this exciting challenge opportunity," said President & CEO of TLC, Stephen S. Mabry.

James Avery's Chief Executive Officer John McCullough stated, "For 75 years, the Lions of Texas and TLC have introduced over 84,000 children to the 'CAN DO' philosophy and encouraged them to reach for new horizons and celebrate exciting, first-time experiences. Just as we forge silver and gold to craft jewelry, we are forging hope through our support of nonprofit organizations in the communities where we live and work. We are proud to encourage donors across Texas to partner with us in supporting the beauty that Texas Lions Camp offers to children and their families through this unique and educational summer camp experience."

Mabry added, "TLC will celebrate our Anniversary Summer Camp Season in 2024 with residential youth camps for children who have physical disabilities, cancer, Down syndrome, burn survivors, and type-1 diabetes as well as continue our highly successful family camp program. At Texas Lions Camp, we view camp as a time for campers to explore, exercise curiosity, and discover new interests and abilities. We want campers to attempt things that would normally be out of their reach, such as riding a horse, or rock climbing on our ropes course, or just being part of a team. The support of family, friends, and neighbors allows us to help some of the most amazing children share in the best summers of their lives."

**About James Avery Artisan Jewelry®**— James Avery is a vertically integrated, family-owned company located in the heart of the Texas Hill Country. We offer finely crafted jewelry designs for men and women in sterling silver, 14K and 18K gold, bronze and gemstones. James Avery jewelry is designed in the Texas Hill Country, with more than 90 percent of our pieces crafted in Kerrville, Comfort, Hondo and Corpus Christi, Texas using the finest materials sourced worldwide. We are a multi-channel retailer with over 120 James Avery stores in four states. Our jewelry is also available at JamesAvery.com, over 250 Dillard's locations and at Dillards.com and at 37 Von Maur locations and VonMaur.com. You can also find our designs at airport stores in Austin, Houston and Nashville, as well as select Army and Air Force Exchange Service (AAFES) locations.

Follow us @jamesavery on Facebook, Instagram, and LinkedIn, as well as @jamesaveryjewelry on TikTok for new releases, trends and behind the scenes.

**About the Harry Wickersham Golf Tournament** – For 31 years, Texas Lions Camp has sponsored an annual Golf tournament to help support camp operations. The history of this Golf Tournament began with four Texas Lions (Lions Mike Butler, Marshall Cooper, Bruce Rickert and Harry Wickersham) coming to the Annual Board meeting of Texas Lions Camp (TLC) in Kerrville to enjoy fellowship with each other. They all loved to play golf and so what began on a \$10 per person gentlemen's donation at the Flying L Ranch Golf Course in Bandera, Texas, has grown into a major Fundraising event which generates more than \$150,000 annually for children with special medical conditions. Other Lions heard about the golf outing and dozens joined in to play in subsequent years including Lion Ed Stebbins who was recruited to help organize the event into an annual fund-raising opportunity. He made the original presentation to the TLC Board of Directors to make the Golf Tournament an annual fund-raising event as well as recommended that the event be named in honor of Lion Harry Wickersham (who was the real golfer in the original foursome). In addition, he recruited Lion Lester Frantzen as the Tournament Director and the Fredericksburg Lions Club to help organize and operate the tournament each year.

**About Texas Lions Camp, Inc.** - Texas Lions Camp, Inc., provides, without charge, a camp for children with special medical conditions from the State of Texas, regardless of race, religion, or national origin. The organization was chartered as a Texas, nonprofit corporation on April 4, 1949, by the Lions Clubs of Texas and is recognized under section 501 (c)(3) of the Internal Revenue Service Code. The Camp is accredited by the American Camp Association and is licensed by the Texas Department of State Health Services. In addition, the organization is recognized with a Four-Star rating from Charity Navigator and is an active participant on GuideStar so donors may give with confidence when furthering the mission of TLC.

Those who are interested in learning more about and/or contributing to the work of Texas Lions Camp are invited to visit [www.lionscamp.com](http://www.lionscamp.com) or by emailing Milton L. Dare at [milton.dare@texaslions.camp](mailto:milton.dare@texaslions.camp). If preferred, you may also call 830-896-8500 for more information.

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