



FOR IMMEDIATE RELEASE

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RACE FOR THE ROCK

SACRAMENTO, CA – Only two weeks remain to register for the 2nd annual Race for the Rock, hosted by Rogers Jewelry Company. This incredible event on **June 5** will raise funds to benefit programs at Sacramento Food Bank & Family Services (SFBFS). 2,000 Sacramento area residents are expected to turn out for this exciting, text message-based treasure hunt for over \$35,000 worth of prizes from Rogers Jewelry Co.

Teams of two will race through the greater downtown Sacramento area on bike, scooter and foot in search of clues that will lead them to the final prize – a \$20,000 Hearts on Fire diamond solitaire ring. The \$40 registration fee for any team includes two race shirts, entrance into the after-party, lunch and a guaranteed day of fun. 100% of the event proceeds will benefit programs at SFBFS to help families in need.

Race for the Rock prizes include:

- * \$20,000 Hearts on Fire diamond ring
- * \$3,990 diamond earrings
- * \$3,800 diamond necklace
- * \$2,500 diamond ring from A. Jaffe
- * \$1,500 men's ring from A. Jaffe
- * \$1,500 pair of Tissot watches
- * \$1,000 TAG Heuer watch
- * \$1,000 Pandora charm bracelet
- * \$750 Pandora bracelet
- * 2 beach cruiser bicycles
- * \$500 Garmen bicycle GPS system
- * \$270 ladies Seiko watch

For registration and more information about the event, please visit www.racefortherock.com.

About Sacramento Food Bank & Family Services

Founded in 1976 to serve families in need, SFBFS now offers eight diverse programs at two facilities in Sacramento. A staff of 40 employees and a cadre of several thousand volunteers accomplish SFBFS' mission of assisting those in need by alleviating their immediate pain and problems and by moving them toward self-sufficiency and financial independence. Additional information is available at www.sacramentofoodbank.org

About Rogers Jewelry Co.

Rogers Jewelry Co. has been helping clients celebrate stories of love, success and commitment for over 70 years. Rogers was founded in Modesto, CA in 1937 and built on the foundation of honesty, trust and integrity that continues to permeate the company and the communities they serve. Rogers has grown from a single location in downtown Modesto to a chain of ten stores in California and Nevada. For more information, please visit www.thinkrogers.com.

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