

FOR IMMEDIATE RELEASE

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"RACE FOR THE ROCK" & RACE FOR A REASON

-Diamond Jewelry Up for Grabs-

SACRAMENTO, CA – Rogers Jewelry Company is preparing to host the 2nd annual Race for the Rock on June 5, 2010 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 Company.

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. The \$40 registration fee for any team includes two race shirts, entrance into the after-party and a guaranteed day of fun. 100% of the proceeds will be given to SFBFS to help in their efforts of serving families and individuals in need.

What: Race for the Rock
Where: Downtown Sacramento (kick-off at the Capitol, after-party at House Kitchen and Bar)
When: June 5, 2010, 10 a.m.
Who: Anyone age 18 and up
Why: For a chance to win beautiful jewelry from Rogers Jewelry Company & support SFBFS

For registration and more information about the event, including video from last year's event, please visit www.racefortherock.com.

About Sacramento Food Bank & Family Services

Sacramento Food Bank & Family Services, a local non-profit organization, serving families and individuals in need, was founded in 1976. Over time, SFBFS expanded to meet growing needs and now offers eight diverse programs at two facilities in Sacramento. A staff of 35 employees and 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 SFBFS information is available online at www.sacramentofoodbank.org

About Rogers Jewelry

Rogers Jewelry Co. has been helping clients celebrate their stories of love, success and commitment for over 70 years. Rogers was founded in Modesto, CA in 1937 by Harry Marks, a young jewelry professional, and Dr. Robert Moon, a partner with equal vision. These two entrepreneurs built Rogers Jewelry Co. 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 stretching from Bakersfield, CA to Reno, NV. For more information about Rogers Jewelry Co, visit www.thinkrogers.com.