



Looking for an opportunity to positively impact your students?

BENARI JEWELERS has teamed up with music sensation, Jared Campbell, to sponsor *“The Blue Project”*.

Is your school in need of an assembly that is completely different but highly relevant to your school and a program that your students will never forget?

Who is Jared Campbell?

Upstate New York native, Jared Campbell is an independent musician of some notoriety who has opened for big names such as Gavin DeGraw, Jason Mraz, Collective Soul, Hootie & the Blowfish, and Journey. “My main focus,” Jared says, “has been allowing my music to impact the lives of listeners by experiencing joy, finding comfort through pain, and looking past obstacles toward living a better life.”

What is the Blue Project?

A series of live concerts performed each year for high school or college students using his songs and the messages behind them to help young people stay on the right path in life by making positive choices along the way. Young people have walked away with life changing experiences such as finding their true passion in life, appreciating others around them and ceasing to bully those that are different, stopping their attempts at suicide and forming life lasting relationships with the friends and family surrounding them.

You may ask, what is BENARI JEWELERS association to Jared Campbell & *“The Blue Project”*?

We teamed up with Jared Campbell to create a song for our “Benari for Better” campaign called *“It’s Just Better”*. This song is about a young couple’s relationship through different phases of life, is a catchy, acoustic tune that is now a central part of our store’s ongoing advertising campaign, currently on radio and broadcast television.

As a give back to our local community, BENARI JEWELERS decided to sponsor and support Jared’s work with *“The Blue Project”* to help guide our youth through everyday challenges. To find out more about the blue project, please visit: <http://www.jcblueproject.com/>.

If you are interested in having Jared Campbell perform live at your high school, please contact Ron Zulli, VP of Operations for BENARI JEWELERS, at 610-363-8450 x210 or by email: Ron@BenariJewelers.com