



• OUR STORY •

Founded in 2016 by three women, in the San Francisco Bay Area, Rivet Revolution creates simple, hand-crafted jewelry with one mission: to end Alzheimer's. Designed to be worn every day and inspired by the strong and permanent bond of the rivet, Rivet Revolution jewelry aims to spark conversations, raise awareness and form connections amongst those impacted by Alzheimer's.

Three women in the 2nd acts of their respective careers, co-founders - Liz Gindraux, Carol Palmer & Susan Evans - each has a personal connection to someone with the disease and they are passionate about using their own experiences in a productive and positive way to help others.

Why it matters:

- One in 10 people age 65 and older has Alzheimer's.
- Almost two-thirds of Americans with Alzheimer's are women.
- Alzheimer's Disease is the 6th leading cause of death in the United States.
- Every 66 seconds someone in the United States develops Alzheimer's.
- More than 44 million people worldwide suffer from Alzheimer's.

Rivet Revolution is a proud partner of Maria Shriver's Women's Alzheimer's Movement™, Seth Rogen & Lauren Miller Rogen's Hilarity for Charity® and Michaela "Mikey" Hoag's Part the Cloud®. Rivet Revolution donates \$10.00 from the sale of every design to these amazing organizations that champion Alzheimer's research and provide caregiver support.

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