



# RIVET REVOLUTION

Founded in 2016 by Liz Gindraux, Susan Evans and Carol Palmer, Rivet Revolution creates simple, hand crafted jewelry with one mission: to end Alzheimer's.



## 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.
- By 2050, 16 million people in the US and 135 million worldwide will have fallen victim to this disease, with millions more family members and friends suffering alongside those diagnosed.

Designed to be worn every day and inspired by the strong and permanent bond of the rivet, Rivet Revolution's jewelry aims to spark conversations, raise awareness, and form connections amongst those affected by the disease. The founders each have a unique story and inspired point of view to share with audiences.

Rivet Revolution is a proud partner of Maria Shriver's Women's Alzheimer's Movement™, Seth Rogen & Lauren Miller Rogen's Hilarity for Charity®, Michaela "Mikey" Hoag's Part the Cloud®, Braden Bishop's 4MOM & the Alzheimer's Society of B.C. Rivet Revolution donates \$10 from the sale of every design to these amazing organizations that champion Alzheimer's research and provide caregiver support.



[www.rivetrevolution.com](http://www.rivetrevolution.com)



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FOUNDED IN 2016 BY  
LIZ GINDRAUX, SUSAN EVANS  
AND CAROL PALMER,  
**RIVET REVOLUTION** CREATES  
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### ABOUT THE FOUNDERS

**Liz Gindraux** is a former marketing executive with over 30 years of experience in communications, public relations, and event management in both non-profit and for-profit companies. Liz has been an active member of the community, having served on her local public-school board for eight years.

**Susan Evans** has enjoyed an extensive career in sales & marketing in the tech sector and community volunteerism. She founded a community open space fundraiser, Blues & BBQ, and has devoted thousands of hours to both her town and her children's schools.

**Carol Palmer** has over 20 years of experience in the fashion industry in both wholesale and retail. She has been making jewelry for as long as she can remember and describes her aesthetic as eclectic; a fusion of vintage, industrial and tribal elements.

### INTERVIEW TOPICS

- The impact of the diagnosis
- Caregiver guilt
- Caregiver support/self-care
- Patient and caregiver relationships; changes/expectations
- The female business leader experience
- Second careers focused on passion projects
- Passion projects over profit projects
- Working in the non-profit industry

### QUESTIONS FOR RIVET REVOLUTION

- What is your experience with Alzheimer's Disease?
- Have you been a caregiver to a loved one with Alzheimer's?
- How do you recommend coping with diagnosis?
- Do you have suggestions for managing the stress that comes with caregiving?
- How did you choose your Alzheimer's Disease and caregiver focused partners?
- What was your career transition like?
- What advice do you have for future female founders?

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### RESOURCES

[liz@rivetrevolution.com](mailto:liz@rivetrevolution.com)  
[www.rivetrevolution.com](http://www.rivetrevolution.com)



[www.facebook.com/rivetrevolution](https://www.facebook.com/rivetrevolution)  
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# RIVET REVOLUTION

Line Sheet - October 2017



## CLASSIC REVOLUTION BANDS

6mm gemstone bracelets with 10mm Rivet Revolution 2 sided charm  
Retail \$38 or \$3/\$100 which includes a \$10 donation to our 5 partner charities

Available: S/M (fits most women) & M/L (fits most men)



**Aventurine**



**Howlite**



**Carnelian**



**Onyx**



**Amethyst**



**Jasper**

## KINDRED SPIRITS - Special Collection

Designed in collaboration with our partner charities

Retail \$38 or \$3/\$100 which includes a \$10 donation to a specific partner charity

Available: S/M (fits most women) & M/L (fits most men)



### Hilarity for Charity

6mm gemstone bracelet with 10mm RR double sided charm + 11mm HFC double sided charm

Donations benefit Seth Rogen & Lauren Miller Roge's Hilarity for Charity



### Forget Me Not

6mm gemstone bracelet with 10mm custom double sided charm (RR Logo/Forget Me Not Logo)

Donations benefit Alzheimer Society of B.C.



### 4MOM

6mm gemstone bracelet with 10mm RR double sided charm + rectangular 4MOM double sided charm

Donations benefit Braden Bishop's 4MOM Charity, in partnership with Alzheimer's Greater Los Angeles



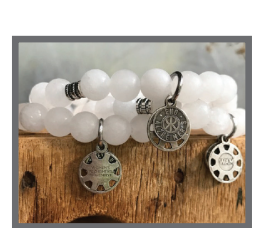
### WAM Labradorite

8mm gemstone bracelets with 10mm RR double sided charm + 11mm WAM double sided charm

Donations benefit Maria Shriver's Women's Alzheimer's Movement



### WAM Amethyst



### WAM White Jade

## NEW INVENTIONS

Each product sale includes a \$10 donation to our partner charities



### Ally

Sterling silver ball chain necklace with 10mm RR Double sided charm.

Retail Price: \$48



### Rebel

Leather wrist band with an adjustable leather tie that secures with a logo tack button.

Retail Price: \$28



### Comrade

17in Waxed cord necklace with 10mm RR double sided charm.

Retail Price: \$28



### Pearls of Wisdom

Freshwater pearls accented with double sided RR charm on sterling silver leverback earwires.

Retail Price: \$38



### Renegade

Stretch cord wrap bracelet or necklace with 10mm double sided RR charm.

Retail Price: \$58