



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



www.facebook.com/rivetrevolution



[@rivetrevolution](https://twitter.com/rivetrevolution)



www.instagram.com/rivetrevolution



www.pinterest.com/rivetrevolution



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AND CAROL PALMER,
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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
www.rivetrevolution.com

 www.facebook.com/rivetrevolution
 www.instagram.com/rivetrevolution
 [@rivetrevolution](https://twitter.com/rivetrevolution)

RIVET REVOLUTION

Line Sheet - Spring 2018



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 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)



Lava



Onyx



Labradorite



Amethyst



White Jade



Lapis Azuli



Tiger Eye



Lavendar Amethyst



Banded Agate



Howlite



Onyx

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

4MOM

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

Donations benefit Braden Bishop's 4MOM Charity

WOMEN'S ALZHEIMER'S MOVEMENT

8mm gemstone bracelets with 10mm RR double sided charm + 11mm WAM/Move for Minds double sided charm.

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

LIMITED EDITIONS - Small production runs

Retail \$38 or \$3/\$100 which includes a \$10 donation to our partner charities

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



African Turquoise
6mm gemstone bracelet with 10mm RR double sided charm



Banded Agate
6mm gemstone bracelet with 10mm RR double sided charm



Cherry Quartz
6mm gemstone bracelet with 10mm RR double sided charm



Ivory Pearls
5mm pearl bracelet with 10mm RR double sided charm



Pyrite
6mm gemstone bracelet with 10mm RR double sided charm



Market Tote
\$15 - there is no donation on the sales of the tote bags