



# RIVET REVOLUTION

Founded in 2016 by Liz Gindraux, Susan Evans and Carol Palmer, **Rivet Revolution** is devoted to giving hope, beauty and strength to everyone who wears our designs.



## 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 65 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.

Inspired by the strong and permanent bond of the rivet, our hand-crafted jewelry is designed to be collected and shared.

We are a jewelry company with a big heart and giving back is at the core of our business.

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.

10% of the sale from every Rivet Revolution design is donated to our kindred spirit partners to empower people, raise awareness and make a difference.

#ENDALZ #RIVETREVOLUTION #GIVEBACK



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



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We started the Revolution in the summer of 2016 with three goals: to fund support for caregivers and research, to empower the networks of families and friends who have been affected by Alzheimer's and to have a blast doing so. Each of us has a unique story and inspired point of view to share with audiences.

## 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.

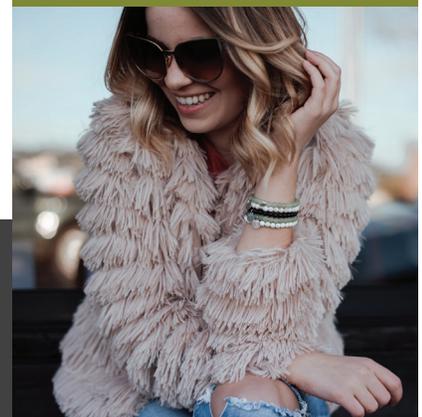
## INTERVIEW TOPICS

- The impact of the diagnosis
- Caregiver guilt
- Caregiver support/self-care
- 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?
- 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](http://www.facebook.com/rivetrevolution)  
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# RIVET REVOLUTION

Join the Revolution



African Turquoise



Amethyst



Aventurine



Banded Agate



Carnelian



Cherry Quartz



Garnet



Howlite



Ivory Pearls



Jasper



Moss Agate



Onyx



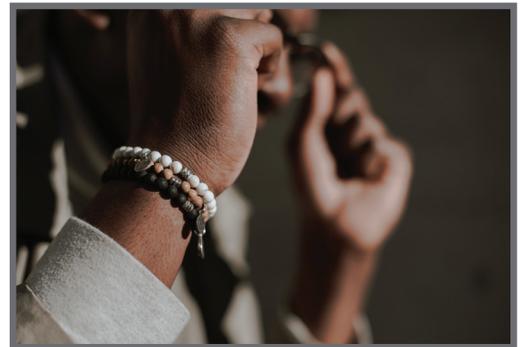
Pyrite



Red Lace Jasper



Silkstone



Sunstone



Tibetan Agate



Faceted Agate



Market Tote