

Duds for Diamonds Gift Card Exchange to Help Benefits Domestic Violence Shelter

Written by Australian Business



[West & Co. Holiday Gift Card Exchange Comic](#)

(
PRLEAP.COM

) Rochester, NY December 24, 2013 – "In a perfect world, everyone would love every gift card they're ever given," says David Nytych, owner of West & Co. Diamonds and Fine Jewelry in Rochester. "But we all know that just isn't the case. Sometimes you're given a card that isn't really right for you." To address that situation, Nytych's team has come up with a novel idea: the Duds for Diamonds Gift Card Exchange.

Participating in the Gift Card Exchange is very easy, Nytych says. "Simply bring in the gift cards that just aren't right for you to our store in Webster, NY beginning on 12/26 through 1/15. We'll exchange them for an equal value gift card to our store. Gift cards can be used toward anything in the store – whether it's the diamond earrings Santa was supposed to bring, some designer jewelry, or even a custom engagement ring!"

Look Good, Feel Great: Gift Card Exchange to Benefit Rochester's Alternatives For Battered Women

In addition to getting some lovely jewelry, participants in the gift card exchange will also be helping women and children in the Rochester community. "The gift cards we collect during the exchange will be donated to Rochester's Alternatives for Battered Women," Nytych explains. "They do so much to help all of the victims of domestic violence – men, women and children – get out of terrible situations and start building new lives for themselves."

This is the first year West & Co. Diamonds and Fine Jewelry has hosted the Duds for Diamonds Gift Card Exchange. Nytych is already planning to repeat the event next year. "Rochester is a good town, full of good people. We want to help out our community. If we can make the process easier and more fun for everybody, all the better!"