Star Jewelers Joins 31st Annual Buy Broken Arrow Campaign Supporting Local Businesses

November 19, 2026

BROKEN ARROW, OK - November 19, 2026 -
Star Jewelers is participating in the 31st Annual Buy Broken Arrow campaign, a community-wide initiative encouraging residents to support local businesses throughout the holiday shopping season. Running November 1 through December 12, 2026, the campaign brings together participating merchants across Broken Arrow and gives shoppers opportunities to earn entries toward cash prizes of $10,000, $3,000, and $2,000 through qualifying local purchases.

Organized around the importance of keeping business within the community, Buy Broken Arrow has become a longstanding seasonal initiative in the city. Now in its 31st year, the campaign encourages residents to consider local retailers, restaurants, service providers, and other independent businesses when making everyday purchases and holiday shopping decisions.

For participating businesses such as Star Jewelers, the initiative provides an opportunity to be part of a broader effort connecting local commerce with community involvement. The campaign also highlights the range of businesses that contribute to Broken Arrow's commercial landscape, from established retailers to smaller independently operated companies.

Dayna Matheny, President and Owner of Star Jewelers, said community support plays an important role in sustaining locally owned businesses. "Independent businesses are an important part of what gives a community its character," Matheny said. "Campaigns like Buy Broken Arrow help bring attention to the local businesses that serve residents throughout the year and encourage continued connections between merchants and the people who live in the area."

The 2026 campaign uses the Open Rewards mobile application to track qualifying purchases and award entries. Participants can download the application, select Broken Arrow as their community, and earn entries when shopping at participating businesses during the campaign period. The accumulated entries provide opportunities to win one of the three advertised cash prizes.

The campaign's November and December schedule coincides with one of the busiest retail periods of the year. Holiday shopping traditionally brings increased attention to local storefronts, making the season an important opportunity for community businesses to connect with both returning and new customers. Buy Broken Arrow extends that seasonal activity beyond individual stores by encouraging shoppers to consider the broader network of merchants operating throughout the city.

Star Jewelers has maintained a presence in Broken Arrow for more than five decades. Established in 1973, the family-owned business is now led by third-generation owner Dayna Matheny. Its history reflects the continued operation of a locally established retailer through multiple generations, with an emphasis on jewelry craftsmanship, personalized service, and relationships within the community.

The store offers fine jewelry, diamonds, engagement rings, wedding bands, watches, and custom jewelry design. Its services also include in-house jewelry repair, appraisals, and other work that supports customers in maintaining and creating personal jewelry pieces. The business's longstanding presence provides an example of the independent retailers that contribute to the city's local business community.

As the 31st Annual Buy Broken Arrow campaign continues through December 12, the initiative places renewed attention on the relationship between local shopping and community economic activity. For participating merchants, the campaign offers a shared platform for recognizing the businesses that help sustain Broken Arrow's retail and service sectors.

Star Jewelers is a third-generation, family-owned jewelry retailer established in 1973 in Broken Arrow, Oklahoma. Led by president and owner Dayna Matheny, the company specializes in fine jewelry, diamonds, engagement rings, wedding bands, custom design, and in-house jewelry repair. The business has served the

Broken Arrow community for more than 50 years.

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For more information about Star Jewelers, contact the company here:Star JewelersDayna Matheny(918) 251-9236dayna@starjewelers.com120 S Main St, Broken Arrow, OK 74012

Star Jewelers

For over 39 years, Star Jewelers has been one of the most trusted names in jewelry in the Broken Arrow region. We are a well-established jewelry store that has grown with our community, from a small shop to a multi-brand retailer.

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