Blue Water Jewelers Launches Sparkle With a Purpose Giveaway to Support Alpha-Omega Miracle Home

March 30, 2026

ST. AUGUSTINE, FL - March 30, 2026 -
Blue Water Jewelers has launched the Sparkle With a Purpose giveaway to raise funds for Alpha-Omega Miracle Home, a St. Johns County nonprofit that provides housing, counseling, and education to single mothers, their children, and senior women. The giveaway, which began on March 21, 2026, offers participants the chance to win a $1,000 jewelry gift card while contributing to local families in need.

The initiative allows entry through Instagram by following the store's account, liking the giveaway post, tagging friends in the comments, and sharing the post to stories while tagging the store. Each tag generates one entry and triggers a $1 donation to the nonprofit. Blue Water Jewelers will match community engagement by donating $1 for every like, tag, and share, with total contributions capped at $2,500. The primary fundraising goal of $2,166 is intended to provide two months of safe housing for a mother and her child at the nonprofit. The $2,500 cap provides a buffer to accommodate additional community participation while ensuring controlled giving.

Blue Water Jewelers, a jewelry store in St. Augustine, FL, has designed the program so that every entry directly benefits the charity. The giveaway complies with applicable contest and sweepstakes regulations,

including rules for random selection of the winner and public disclosure of terms through the store's social media channels.

Nicole Nettles, owner of Blue Water Jewelers, stated that the giveaway combines community support with the opportunity for one participant to receive a significant jewelry gift card. "This giveaway combines community support with the opportunity for one participant to receive a significant jewelry gift card. We are pleased to direct these efforts toward Alpha-Omega Miracle Home, which does important work helping local families achieve stability," Nettles said.

Nettles added that the program highlights the store's ongoing commitment to St. Johns County organizations. "Programs like this allow us to give back in a tangible way while engaging our customers in meaningful causes," he said.

Alpha-Omega Miracle Home, founded in 1997, offers transitional housing and support services aimed at breaking the cycle of poverty for vulnerable populations in the area. The nonprofit focuses on providing a safe environment along with case management and goal-setting assistance for residents. Its programs address the needs of single mothers facing homelessness as well as senior women requiring additional support, delivering comprehensive resources that include counseling and educational opportunities.

The giveaway remains active until the donation cap is reached. Progress updates are shared on the store's Instagram stories. The $1,000 gift card prize can be used toward any selections at the store, including fine jewelry, diamonds, watches, and custom pieces.

This effort represents one of several ways Blue Water Jewelers participates in local philanthropy. The store has previously supported initiatives such as the SAYS Christmas Angel Tree program, which assists children and families during the holiday season. Through these activities, the store maintains consistent involvement with organizations that serve the St. Augustine and broader St. Johns County community.

Blue Water Jewelers also provides ongoing services that include custom jewelry design, where clients collaborate with staff to create personalized pieces. The store handles jewelry repairs and appraisals on site, helping customers maintain the condition and documented value of their items. Selections feature a range of gemstones and designer lines, with special consideration given to first responders and military personnel through available discounts.

As the giveaway progresses, Blue Water Jewelers anticipates continued community participation that will help meet the housing support target for Alpha-Omega Miracle Home. The program underscores how local businesses can facilitate direct assistance to organizations addressing immediate needs such as stable housing and family support services.

The announcement of the Sparkle With a Purpose giveaway reflects Blue Water Jewelers' dedication to inclusive community engagement. By linking a prize opportunity with charitable contributions, the store creates a mechanism for customers to participate in local impact while interacting with the business in a positive context.

Blue Water Jewelers specializes in fine jewelry, diamonds, watches and custom design services. The store also offers jewelry repair, appraisals and gemstone evaluations performed on site. Located in Historic Downtown St. Augustine, it serves both local residents and visitors seeking quality jewelry pieces for various occasions.

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For more information about Blue Water Jewelers, contact the company here:Blue Water JewelersRobert Nettles(904) 829-5855BlueWaterJewelers@gmail.com500 Anastasia Blvd, St. Augustine, FL 32080

Blue Water Jewelers

Blue Water Jewelers has a large selection of diamonds and diamond jewelry. Repairs are done on-site by our master jeweler. We hope you love our selection, but our customer service is what brings you back.

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