



## **Middleton Jewelers Co-Hosts The Emerald Benefit 2026 Celiac Disease Fundraiser in Madison**

*May 11, 2026*

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Middleton Jewelers is co-hosting The Emerald Benefit 2026 - a fundraiser for celiac disease research and awareness, scheduled for Saturday, May 16, 2026, at 6:00 PM at the East Side Club on Lake Monona in Madison. The event brings together community members for an evening supporting individuals and families affected by celiac disease through donations and awareness initiatives.

As a longtime participant in local charitable activities, Middleton Jewelers joins The Emerald Benefit organizers in this annual gathering. The 2026 edition continues efforts from previous years to raise funds that advance understanding and support for the condition, which affects a significant portion of the population. Tickets are available for those interested in attending the program, which includes opportunities for connection and contribution to the cause.

Owner Manny Soin has maintained involvement with The Emerald Benefit since its early stages. The business previously supported the event as a sponsor and now takes on a co-hosting role for the upcoming

date. This participation aligns with the shop's established pattern of engagement with organizations addressing health, youth development, and community needs in the Madison region.

Middleton Jewelers operates as a family-owned business at 6629 University Ave, STE 104 in Middleton. The team, including Soin, his wife, and their two children, provides custom jewelry design, repair services, and gold buying. Services cover ring sizing, prong re-tipping, stone setting, professional appraisals, and rhodium plating. Consultations occur both in-person and virtually through Zoom or FaceTime.

The shop draws on influences from international travel in its design work, often incorporating family heirlooms into new pieces such as engagement rings. Operations emphasize client collaboration to produce items that reflect personal stories and milestones. Materials include yellow gold, white gold, gemstones, and diamonds for custom and ready-made collections, with lifetime service available for maintenance.

"Participation in events like The Emerald Benefit 2026 allows us to contribute to important health initiatives while connecting with the broader Madison community," said Manny Soin, owner of Middleton Jewelers. "We are pleased to co-host this gathering and support the ongoing work in celiac disease awareness and research."

Soin added, "Our family team values opportunities to engage in causes that make a difference for residents in the area. This event represents one way we extend our commitment beyond jewelry services to broader community involvement."

Middleton Jewelers has supported numerous local organizations over the years, including youth programs, schools, hospitals, arts initiatives, and chambers of commerce. These activities include contributions to education, health services, and cultural events in Dane County. The business maintains membership in several area chambers and professional associations as part of its regional presence.

Branding for the shop incorporates the white tiger and lotus flower. The white tiger relates to concepts of individuality and strength in custom design, while the lotus flower connects to transformation in creating meaningful pieces. These symbols inform the approach to both client projects and community activities.

The upcoming fundraiser occurs amid continued operations at the Middleton location. Clients can schedule appointments for custom design, repairs, or gold buying during regular business hours. Virtual options provide flexibility for those seeking guidance on projects without visiting the showroom.

The Emerald Benefit 2026 builds on prior years' outcomes, where previous events raised funds and drew attendance from the region. Organizers aim to expand impact through this iteration with support from partners, including Middleton Jewelers. Details on the program, such as speakers or activities, will align with

the focus on hope, community, and advancement in celiac disease efforts.

Middleton Jewelers continues to serve the Madison area with a focus on quality processes in jewelry work. The business handles diverse requests from minor adjustments to full custom creations, applying accumulated experience in material selection and technical execution. Repeat clients return for the combination of service and direct relationships established over time.

As co-host, the shop encourages community members to consider attending the May 16 event. Participation contributes to fundraising goals that support research, education, and assistance for those managing celiac disease. The evening provides a setting for dialogue and collective action on the topic.

Middleton Jewelers remains dedicated to its dual role as a provider of specialized jewelry services and an active participant in local causes. The co-hosting of The Emerald Benefit 2026 reflects ongoing efforts to integrate business operations with community support in the region. The business anticipates continued service and involvement in similar initiatives in the months ahead.

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For more information about Middleton Jewelers, contact the company here: Middleton Jewelers  
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## **Middleton Jewelers**

*As Madison's premier destination for fine jewelry, our family-owned shop specializes in creating custom engagement rings that perfectly capture your unique relationship.*

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