



*** FOR IMMEDIATE RELEASE ***

Faithful Platform Launches Nonprofit Foundation to Help Couples Invest in Their Marriages

The Lexington-based company is the first national fine jewelry brand to focus on both wedding rings and marriages with the tagline, "Save on the ring, invest in the marriage."

Lexington, KY (September 10th, 2025) — [Faithful Platform](#), the engagement ring company reshaping the jewelry industry by saving clients millions while offering personalized one-on-one service, has officially launched the **Faithful Platform Foundation (FP Foundation)**—a nonprofit dedicated to helping couples not only start strong with the right ring, but also build marriages that thrive for decades to come.

Faithful Platform was founded in 2016 by **Austin Willard**, a third-generation jeweler with a passion for combining honest, affordable ring-buying with a bigger mission: investing in marriages. As a faith-based company, Faithful Platform believes marriage is a good gift from God that should be celebrated. In a culture that increasingly treats marriage as a liability, the company is flipping the script—helping couples see marriage not as a burden, but as one of life's greatest assets.

"From the very beginning, our heartbeat was to help people *save on the ring and invest in the marriage*," said Willard. "We give every single client a copy of *The Meaning of Marriage* by Tim Keller, but over the years, we felt called to do more. Divorce has touched so many families—including mine—and we don't want to stop at being part of a couple's engagement story. We want to help them write a lifelong marriage story."

The FP Foundation is that next step. While Faithful Platform clients remain at the heart of the Foundation's mission—because of the deep trust built during the ring-buying process—its resources are open to all couples: those who are dating, engaged, newlyweds, or even celebrating their 50th anniversary. Through conferences, retreats, books, videos, and counseling, the FP Foundation equips couples with the tools they need to navigate challenges, strengthen communication, and deepen connection.

"Divorce is one of the most pressing issues in our culture today, and at its core it's often tied to a lack of understanding about what marriage truly entails," said **Andy Hardin**, FP Foundation Director. "Strong marriages create a ripple effect that transforms children, families, and entire communities. That's why we exist—to help couples not just survive marriage, but thrive in it."

Already, couples are seeing the impact. Jonas and Rachel Winn, recent Faithful Platform clients, attended a marriage retreat at [Glen Eyrie, The Navigators'](#) facility, thanks to the financial support of the FP Foundation. "The couples retreat at Glen Eyrie was a rich and valuable experience for my wife and I," said Jonas Winn. "It was intimate, informational, and radically encouraging. The weekend was a springboard for us on our journey of learning and embracing God as the head of our marriage. The Lord's presence was truly felt, and everything—from the material to the setting—was top-notch start to finish. 10/10 – We would highly recommend!"

As a faith-based company, Faithful Platform believes marriage is a sacred covenant. But the FP Foundation's resources are available to all couples, regardless of faith background, who want to build healthier, stronger marriages.

For more information about the FP Foundation and its resources, visit www.fpformarriage.org.

About Faithful Platform

Faithful Platform is a Christian-led engagement ring company helping couples celebrate marriage as a gift, not a liability. Founded in 2016 by third-generation jeweler Austin Willard, the company combines online pricing with personalized, one-on-one service, guiding couples through every step of the ring-buying journey.

Recognized as #1,948 on **Inc. Magazine's 2025 list of the 5,000 fastest-growing private companies in America**, Faithful Platform has served over 8,000 clients in all 50 states and 11 countries, saving their clients over \$2.4 million in retail markups last year alone. Their 5.0 Google Review star rating shows their commitment to service that goes above and beyond to help guide and shepherd couples through one of the most special purchases.

Austin Willard has also been featured as an expert source in national outlets, including **Yahoo News**, [Daily Mail](#), [FOX News](#), [Investopedia](#), [Newsweek](#), [ABC News 36](#), and [StreetInsider](#), reinforcing the company's authority in the jewelry industry.

Faithful Platform also supports thriving marriages through its nonprofit arm, the [Faithful Platform Foundation](#), which offers complimentary resources, including retreats, counseling, books, and educational tools. Additionally, the company's [Created Bracelets](#) line offers demi-fine jewelry with personalized designs to help tell your life's story for everyday wear.

For media inquiries or to request a free engagement ring quote, visit faithfulplatform.com

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