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Get Inspired and Win Cash for You and Your Favorite Cause

Annapolis, MD (September 1, 2010) – Carol for a Cause is an effort that is quite simply focused on spreading kindness and goodwill, all through a single song available for free downloads from www.CarolforaCause.com. To help get the word out, people are encouraged to listen to the song and share their inspirational photos or videos of what the song “Christmas Time” means to them. Entries can be touching images, a new rendition of the song, or a completely new song. One lucky winner will receive \$2500; \$1250 for them and \$1250 for the charity of their choice.

Dana Clark started Carol for a Cause when she was overcome by emotions in her own life. She had never written a song before, but sat down at a shopping mall during the holidays and penned the heartfelt words as she reflected on the true meaning of Christmas in her life. Clark brought her lyrics to her good friend and accomplished singer/songwriter, Dana Robinson. Robinson wrote the music and lends her beautiful voice to create a stirring, highly emotional song.

The web site asks for no money, not even an email address. But many people do leave comments – lots of emotional, heartfelt words. Clearly, the song does touch many people with exactly the positive, hopeful message Dana Clark intended. She explains, “I decided I didn’t want to promote a particular cause. I want as many people as possible to listen and share this song and feel the same way I do when I hear it.”

For Dana Clark, this is definitely a labor of love. She and her growing group of friends and colleagues have poured their time, money and talents into creating the recording, several videos, a web site and now an ongoing effort to build fans and followers online. While Carol for a Cause does welcome sponsorships to fuel the effort, Clark is adamant that all funds and gifts in kind go 100% directly to the promotional effort. There is no other overhead.

Says Clark, “My hope is simply that this song will inspire people to do something nice for someone during the holiday season. Support a cause that is important to you, or ‘Play it Forward’ and pass on the song or our Web site to spread goodwill to family and friends. There is nothing more to it than that. But if enough people do just that – the world will quickly be a far better place.”

Since the site first went live in November of 2009, thousands of people have downloaded the song. And clearly it has begun to take on personal meaning for some. One touching video on YouTube was created by a member of the military who combined the “Christmas Time” song with a series of photos he had taken while serving in Iraq. This effort was in turn the inspiration for this year’s contest. Entries will be accepted from October 1 through November 30, 2010. For contest details – or to download “Christmas Time,” go to www.carolforacause.com