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Holiday Song Encourages People to “Play it Forward”

Annapolis, MD, (August 23, 2010) – “Christmas Time” is a holiday song available for download online. There is no cost, no catch, not even an email address required at CarolforaCause.com, just encouraging words about hope, love, belief – and a request to “play it forward.” The concept was developed by Dana Clark who had never written a song before, but was inspired by the strong emotions she felt soon after she learned her mother was diagnosed with breast cancer. She wrote “Christmas Time” sitting in a shopping mall one afternoon, reflecting on the true meaning of the holiday. She brought the lyrics to her good friend, Dana Robinson, an accomplished singer/songwriter, and before long, they were in a recording studio.

Dana Robinson wrote the music and brings her strong, beautiful voice to the recording. The final song is full of emotion, and yet very tender and touching at the same time. From the many comments left on their web site, it clearly leaves many with a warm, positive, hopeful feeling – exactly what Dana Clark had hoped for. She explains, “My first inspiration was to write this song. My second was to not promote a particular charity or cause. We decided that we want as many people as possible to listen, to 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 a growing group of friends 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 look for sponsorship, Dana Clark is adamant that all funds and gifts in kind go 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. 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 taken 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 has inspired a contest that will be part of the 2010 promotion. Anyone can submit a video or photo of what the song means to them, enter their own rendition of “Christmas Time,” or even submit a whole new song. The best video or photo will win a \$2500 prize; \$1250 cash and \$1250 for the charity of their choice. For details, or to download “Christmas Time,” go to www.carolforacause.com