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“Carol for a Cause” Showcases Local Charitable Businesses

Annapolis, MD, (December 7, 2011) – For its third holiday season effort to help focus our thoughts on the true meaning of the holiday spirit, Dana Clark, founder of “Carol for a Cause” is highlighting a different business each day in December for the ways that they support the community and give back throughout the year. This effort started in 2009 as a free holiday song available for download has been growing in scope and support. There still is no cost, no catch, not even an email address required at CarolforaCause.com, just encouraging words and music about hope, love, belief – and a request to “play it forward.”

The concept of Carol for A Cause was created by Dana Clark who was inspired by the strong emotions she felt during the holiday season 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.

Each year, Clark adds a different twist to drive home the message and get people involved. In 2010, she sponsored a contest, where people submitted photos and videos of what “Christmas Time” meant to them. The contest winner received \$1250 for themselves and \$1250 to support a charity of their choice. Entries came in from all over the country. This year, Clark wanted to give back even more by recognizing and thanking local “Businesses that Give” in a holiday campaign she calls “Supporting You, Supporting Others.”

Each day in December, the website features a different local business every day with a short description of what they do and the causes they are passionate about supporting. Participating businesses have included a number of service and retail entities who have expressed sincere interest and gratitude for the opportunity to be recognized in such a positive way.

Clark says the toughest part this year was convincing businesses that there was no cost, no strings attached to her offer to highlight their charitable giving. Says Clark, “My hope is that this song – and the great work done by area businesses, will inspire people to not only think locally towards supporting area businesses, but also inspire others to do something nice for someone during the holiday season. Support a charitable cause that is important, or ‘Play it Forward’ and pass on the song to spread goodwill to family and friends. That’s all – but if enough people do just that, the world will be a far better place.”

Since the site first went live in November of 2009, thousands of people have downloaded the song and left heartfelt comments and holiday cheer. To learn more go to www.carolforacause.com and follow the good work on Facebook and Twitter.