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New, Free Holiday Song Encourages Everyone to “Play it Forward”

Annapolis, MD, 12/14/09– “Christmas Time” is a holiday song available to download for free at www.carolforacause.com . The site encourages visitors to leave a comment, but there are no strings attached – no personal information or even email address is required, and there is no particular cause being promoted. The song and the “Carol for a Cause” concept were developed by Dana Clark. “My hope is simply that this song will inspire people to do something nice for someone else this 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.”

Dana Clark isn’t a musician or songwriter. By her own admission, she’s “Just an organizational consultant who got inspired.” A psychologist by training, Clark began writing lyrics a few years ago, as her way of processing strong emotions and feelings in her life. “Christmas Time” came to her soon after she learned her mother was diagnosed with breast cancer.

She then got the idea to bring her lyrics to a friend, Dana Robinson, who is an accomplished singer/songwriter. “I have been amazed at the friends, family and colleagues that have come together to make this project happen,” says Dana Clark. “Within a few short months, Dana had created this amazing song that brought my lyrics to life, then we had the song recorded, produced a video and launched a Web site.”

Certainly it is uncommon to find an effort like this that has no particular cause or agenda. Dana Clark admits, “People do wonder at first – they assume we must be selling something or pushing a particular charity. But the more I thought about it, the best way to inspire people was to let the song be distributed freely and do it in such a way that it can take on a unique, special meaning for anyone who connects with it.”

Since the site first went live in early November, 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 over the 2006 holiday season while he was serving in Iraq.