

Christmas Lights, Etc Joins Red Cross Business Council

We encourage all businesses, both large and small, to get involved by joining the Red Cross Business Council in their area

Alpharetta, GA ([PRWEB](#)) March 04, 2013 -- Alpharetta, Georgia based [Christmas Lights, Etc](#), one of the most successful online U.S. retailers of Christmas Lights, Artificial Christmas Trees, Prelit Garland and Outdoor Christmas Decor has joined the North Fulton Red Cross Business Council.

The relationship first started in November 2012 when Christmas Lights, Etc felt compelled to do something to aid the victims of Hurricane Sandy. “Everyone in the company was transfixed on the news and felt an overwhelming need to help,” said Co-Founder William Hale. The company reached out to the Atlanta Chapter of the American Red Cross and quickly established a fundraising drive by donating 10% of site wide sales. The proceeds went directly to the Red Cross to help disaster victims like those affected by Hurricane Sandy.

Sales Director, Mike Streb recalls the employee reaction when the announcement was made - “Our employees were proud that the company was taking such positive actions.” When a Red Cross representative brought a plaque thanking Christmas Lights, Etc for its contribution, Streb explained that employees insisted it be placed in the front lobby so that all visitors would know we’re a company that cares.

Christmas Lights, Etc is delighted to announce our support of the American Red Cross will continue through participation on the North Fulton Business Council. The council provides an opportunity for local business leaders to not only offer financial support but to help other business people in their locale prepare employees to respond in case of a local disaster. Council membership also includes presentations that can help in disaster preparation and response as well as training and education on how to react appropriately in a variety of emergency situations. Studies have shown that for every dollar invested in disaster preparedness, \$5 is saved in disaster response.

We encourage all businesses, both large and small, to get involved by joining the Red Cross Business Council in their area. As Hale stated, “You always pray you’ll never need assistance from the Red Cross, but it sure is comforting to know they are there, 24/7, to help wherever they are needed. Our participation on the council is just one small way for us to support an organization that supports so many.”

For more information about the American Red Cross and disaster relief operations, please visit the redcross.org.

About Christmas Lights, Etc

Christmas Lights, Etc (www.christmaslightsetc.com) is a three time INC. 5000 company and leading online retailer of Artificial Christmas Trees, Prelit Garland, Christmas Lights and Decor; an ENERGY STAR partner and supplier of commercial Christmas Lights and giant Christmas Trees to organizations such as The Walt Disney Company, Sea World, Macy’s, Old Navy, the University of Alabama and many others. The company’s products have been featured by the CBS Early Morning Show, CNN, Fox News, Smart Money Magazine, Wall Street Journal, Bloomberg News, and HGTV to name a few.

About The American Red Cross

The American Red cross shelters, feeds and provides emotional support to victims of disaster; supplies about 40



percent of the nation's' blood; teaches skills that saves lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or join our blog at <http://blog.redcross.org>.

You can help people affected by disasters like Superstorm Sandy, as well as countless crises at home and around the world, by making a donation to support American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for and provide shelter, food, emotional support and other assistance in response to disasters. Visit www.redcross.org or call 1-800-RED CROSS. Contributions may also be sent to your local American Red Cross chapter or to the American Red Cross, P.O. Box 37243, Washington, DC, 20013.

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