

Public Relations: Press Clips

The screenshot shows the AP website interface. At the top left is the AP logo. Below it is a navigation bar with 'THE BIG STORY' and a search box. The main headline is 'SMALL BUSINESSES POP UP FOR THE HOLIDAYS' with a sub-headline 'Retailer drops girls' math shirt after complaints'. To the right is a 'LATEST NEWS' section with several smaller headlines. Below the main headline is a photo of a woman in a red jacket standing next to a Christmas tree. Below the photo are social media sharing buttons for Facebook, Twitter, and Tumblr. At the bottom of the article, there is a caption: 'NEW YORK (AP) — Here today, gone in weeks — pop-up shops and temporary stores are back for the holiday season.'

(click to view original)

The screenshot shows the WSB-TV Atlanta website. At the top is a weather forecast for Atlanta, showing a high of 50°F and a low of 46°F. Below the weather is a navigation bar with categories like HOME, NEWS, WEATHER, TRAFFIC, etc. The main headline is 'Macy's swaps real Great Tree for reusable version'. Below the headline is a photo of a woman in a red jacket standing next to a Christmas tree. To the right of the article is a sidebar with 'TRENDING STORIES' and 'Local News Videos'. At the bottom of the article, there is a caption: 'Whereas the lighting of Macy's Great Tree will still take place at Macy's at Lenox Square Mall, the tree will relocate to the North Macy's parking lot rather than on its traditional Lenox Square Mall rooftop.'

(click to view original)

Public Relations: Press Clips

The screenshot shows a Fox Business article from December 18, 2012. The article is titled "Holiday Lighting Tricks to Brighten on a Budget" and is written by Hillary Zody. It features a large image of a Christmas tree at night. The article discusses how homeowners can save money on Christmas lighting by using LED lights and smart investments. It includes a "Getting Started" section with tips on choosing lights and a "Related Video" section. The page also has a navigation bar at the top, a search bar, and various social media and newsletter options.

(click to view original)

The screenshot shows a Bloomberg Businessweek article from December 05, 2012, by Vanessa Wong. The article is titled "What Would the Christmas Tree at Rockefeller Center Be Worth?". It features a large image of the Rockefeller Center Christmas tree at night. The article discusses the value of the tree as a commodity and the millions of visitors it attracts. It includes a "Most Popular" section with links to other articles and a "Bloomberg Businessweek" logo at the bottom.

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Public Relations: Press Clips

The Atlanta Journal-Constitution

Credible. Compelling. Complete.

How to pick a reusable tree and be really happy with it

Posted: 5:48 p.m. Thursday, Dec. 5, 2013
BY SABINE MORROW - FOR THE AJC

Bringing a live Christmas tree into your home is like having an extra house guest around for the holidays. You've got to nourish it, clean up after it, keep the pets away from it and carefully prepare for its arrival and departure.

If you'd like one less project to worry about this season, then maybe this is the year to consider bringing an artificial Christmas tree into the fold. After all, if an artificial, or to use the new buzz term, "reusable," tree is good enough for Lenox Square mall's Great Tree, then maybe you'll consider one worthy of your home.



Artificial trees have come a long way from decades ago, when one standing in the corner of a neighbor's living room...

But you can't just wander willy-nilly, find the first artificial tree you see and plunk down a chunk of change. As with live trees, not all reusable trees are created equal. A good-quality artificial tree will start at around \$300 and go upward of \$1,000, depending on the size. But it's an investment that pays for itself in relatively short time when you are plunking down \$4 to \$8 a foot for a "non-reusable" tree.

(click to view original)

Top Five Holiday Lighting Tricks to Save on Your Power Bill

By Jeremy Heiser, [Bloomberg.com](#)
Dec. 4, 2013

Christmas season has arrived. And for homeowners, that means it's time to break out the decorations and light up the house to show your spirit. But how do you keep the house looking festive without breaking the bank with your electric bill?

As with most cost-saving plans, the one for Christmas lighting relies on a few smart investments, some hands-on work and a little creativity. "It's all about getting that traditional feel and evoking warmth without breaking the bank," says Hilary Jody, marketing director at Christmas Lights Etc., in Alpharetta, Ga.

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Public Relations: Product Placement



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Public Relations: Press Releases



Treat The Troops & Christmas Lights, Etc Help Bring Christmas Cheer to Our Military



ALPHARETTA, Ga., Nov. 5, 2013 /PRNewswire/ -- Christmas Lights, Etc one of the most successful online retailers of Christmas lights, artificial Christmas trees, outdoor decorations and decor has joined forces with the Southern Style Chapter of Treat The Troops.

(Photo: <http://photos.prnewswire.com/prnh/20131105/CL08169>)

Treat The Troops (TTT) was established in 1990 by Jeanette Cram. The goal was to show support for U.S. troops serving overseas by sending homemade cookies. Twenty-plus years later, TTT has at least one chapter in nearly every state and has sent over 3.5 million cookies. The care packages have also evolved; they now include toiletries, personal notes, candy, and even treats for canine soldiers.

The 2013 holiday packing will include almost 2,000 Christmas ornaments donated by Christmas Lights, Etc. The ornaments are designed to hold a small picture; TTT volunteers get to show off their creativity by placing a personalized message on each ornament. It is hoped the ornaments and baked goods will provide a bit of holiday cheer to service men and women.

Linda Jones, Founder of the Southern Style Chapter explains the gratitude felt from the troops is overwhelming. *"I have received hundreds of letters from TTT recipients expressing their appreciation. You know you're making an impact when someone like Rear Admiral White takes the time to send a thank you letter that includes a handwritten note,"* stated Jones.

Christmas Lights, Etc began working with TTT in May of 2013. The company plans to continue its support and encourages other local businesses to get involved. The holiday packing will take place on November 21st at 7:00 p.m. at the VFW 9143 post in Cumming, Georgia. Volunteers are always needed to help with baking, packing, as well as monetary donations.

About Treat The Troops

The purpose of Treat The Troops (<http://www.treatthetroops.org>) is to let deployed American military persons on the front know that people at home are remembering them. Home baked cookies and other comfort items, along with a note of thanks are sent via the U.S. Postal Service. Anyone who wishes to help defray out-of-pocket postage expense is welcome to send voluntary contributions.

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About Christmas Lights, Etc

Christmas Lights, Etc (<http://www.christmaslightsetc.com>) is a three time INC. 5000 company and leading online retailer of Christmas Lights, Artificial Christmas Trees, PreLit Garland, 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.

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Find this article at:

<http://www.prnewswire.com/news-releases/treat-the-troops--christmas-lights-etc-help-bring-christmas-cheer-to-our-military-230634141.html>

Public Relations: Press Releases



Christmas Lights, Etc Teams-up with Susan G. Komen to Shop for the Cure. (PRNewsFoto/Christmas Lights, Etc)

ALPHARETTA, Ga., Oct. 1, 2013 /PRNewswire/ -- Christmas Lights, Etc, one of the largest online retailers of Christmas lights, artificial trees, outdoor decorations and holiday decor, has teamed up with Susan G. Komen Greater Atlanta to help fight breast cancer.

(Logo: <http://photos.prnewswire.com/prnh/20131001/CL80716LOGO>)

Breast cancer is the second most common cancer among American women. Approximately 1 in 8 women in the U.S. will develop invasive breast cancer in their lifetime. There is a 1 in 36 chance that breast cancer will be responsible for a woman's death. Not all the news is bad; thanks to the amazing efforts of entities like Susan G. Komen, breast cancer rates have been decreasing over the last decade.

To honor National Breast Cancer Awareness Month the company will donate 10% of sales in October to Susan G. Komen Greater Atlanta. Shoppers will be asked to enter coupon code CURE2013 at checkout and 10% of the purchase price will be donated. When asked why do this, CEO William Hale explained, "*We felt it important to do something. This is a win/win; consumers can purchase great products while supporting Komen's quest for the cure.*"

Consumers in need of holiday decor are encouraged to Shop for the Cure by purchasing their products from Christmas Lights, Etc.

About Susan G. Komen Greater Atlanta

Komen Atlanta is the local resource for breast cancer screening, diagnostic and support services. Seventy-five percent supports breast health services for women who could not otherwise afford them. Twenty-five percent supports national research efforts to finding a cure. The Affiliate is part of the national Susan G. Komen for the Cure Organization, which strives to save lives and end breast cancer forever.

About Christmas Lights, Etc

Christmas Lights, Etc (<http://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, 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.

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Mr. Costumes 2013 Hot Halloween Costumes

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iWound Zombie Costume. (PRNewsFoto/Mr. Costumes)

More by this Source

 **Mr. Costumes Gives Away \$1,000's in Prizes**
Sep 27, 2013, 07:00 ET

[View all news by Mr. Costumes](#)

Featured Video

ALPHARETTA, Ga., Sept. 4, 2013 /PRNewswire/ -- **Alpharetta, Georgia** based Mr. Costumes, the leading online retailer of children's and adult Halloween Costumes announces the 2013 new costume line. The line will feature old favorites as well as exciting new outfits for Halloween.

(Photo: <http://photos.prnewswire.com/prnh/20130904/CL70983>)

One of the most thrilling new additions is a union of zombies with technology. Digital Dudz iWound Zombie costume combines traditional apparel with a free iPhone or Android app. The app will cycle through various gory animations of zombie organs. When the smartphone is placed in the latex bib that drapes around the neck the costume literally seems to come to life (or undead in zombie-speak). The site carries a variety of Digital Dudz costumes so each family member can express their own unique style. When asked why carry such an unusual item, Director of Purchasing Rob Menz explained, "We always want to give our customers a lot of choices, and we felt this would appeal to both zombie and tech lovers."

The 2013 fall lineup is not all about zombies; Mr. Costumes made sure to include superheroes and their villain counterparts. The Man of Steel Superman costume is expected to be a big hit as will the new Star Trek uniforms, which include all major characters. Klingons and super nemesis General Zod costumes are available for those who prefer naughty more than nice.

Mr. Costumes did not forget enduring favorites like sexy vampires, swashbuckling pirates or spooky witches; all traditional Halloween costumes are available. The popular Morphsuit category has expanded, now offering an even larger selection.

Anyone in need of Halloween costume ideas should visit the website, where an abundance of inspiration can be found. Remember, Halloween no longer belongs just to children; they now have to share the holiday with us grownups.

About Mr. Costumes:

Mr. Costumes (<http://www.mrcostumes.com>) is a leading nationwide retailer of high quality Kids Costumes, Toddler Costumes and Adult Costumes for every occasion. The company's premium line of costumes for children ranges in size from infant to tween. Adult costumes include plus size and couples costumes for the imaginative consumer. Products are designed to look amazingly authentic while providing comfortable, breathable materials that also make them enjoyable to wear.

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SOURCE Mr. Costumes

W. P. Carey Announces \$1.8 Billion Global Investment Volume in 2013

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Sunday, January 19, 2014

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Wintergreen Lighting Website Enhanced for Consumers

Wintergreen Lighting was established in 2009 with an objective of providing quality high tech energy efficient lighting for homes and business.

Alpharetta, Georgia (PRWEB) September 03, 2013



Georgia-based Wintergreen Lighting (wintergreenlighting.com) a successful brand of Christmas lights and decorative lights for homes, commercial decorators and businesses has just updated its website to enhance both its form and function.

“It’s all about giving the consumer an overall great experience, not just a pretty one, but a meaningful one.”

Wintergreen Lighting was established in 2009 with an objective of providing quality high tech energy efficient lighting for homes and business. The brand’s first product offering of LED Christmas and decorative lighting became instantly popular with both residential and commercial decorators. Wintergreen will soon be introducing a new line to include household bulbs.

In preparation for the expanded offering Wintergreen ownership wanted to ensure the website thoroughly conveyed the brand’s tenets. The site does a good job of expressing Wintergreen’s doctrine of providing high quality, technologically advanced, energy efficient environmentally friendly products. Some updates were made to the visual appearance, and an important new section was added. “It’s all about giving the consumer an overall great experience, not just a pretty one, but a meaningful one,” explained Mike Streb, Director of Sales.

The website has a very modern and clean visual appearance. The use of whitespace and typography is fresh and crisp. The photography includes stunning shots of the lights in use to offer inspiration to designers. Product specific images are of the highest resolution in order to allow true to color views of the lights. The sites’ navigation is intuitive and user friendly.

While the visual aspects of the Wintergreen website are impressive, the Resource Center is the one of the most important website attributes. Education and thought leadership are core to the brand’s mission; to accomplish that the Resource Center was created. This section of the website contains interesting and practical information about LED lights and conservation in general. “LED technology is advancing exponentially in-conjunction with a growing awareness about the importance of conservation. People want high quality lighting products that will have a positive impact on both their budgets and the environment. We wanted to give them an easy way to find and understand all of this data, so we created an online forum, specifically for consumers,” commented Streb. It includes topics ranging from the benefits of LEDs to helpful ENERGY STAR and rebate links. In the future, the Resource Center will also include an Eco-News section, that will consolidate environmentally relevant news stories.

About Wintergreen Lighting:

Wintergreen Lighting (wintergreenlighting.com), a Wintergreen Corporation company, is a leading brand of high quality, state-of-the-art energy efficient lighting products. Wintergreen Lighting promotes responsible global citizenship through its product offering, thought leadership and education. Wintergreen Lighting merges traditional core values with 21st century technology; bringing the science of savings to homes and businesses throughout the United States.

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