

For Immediate Release

DECORATED FAMILY

Christmas Decor's Charitable Arm to Light 100 Soldiers' Homes...Bring Holiday Joy to Families with Loved Ones Serving Overseas

LUBBOCK, TX- No matter which side of the political fence you sit, and no matter what your stance is on the war efforts overseas, everyone recognizes the sacrifices that are made by the men and women of the U.S. Armed Forces, as well as their families. There can be many hardships that are encountered when a loved one is overseas- financial burdens, family issues and other personal hurdles can become overbearing. During the holidays, these issues can seem amplified.

This holiday season Christmas Decor, the nation's largest outdoor lighting and decorating franchise, is celebrating the men and women serving overseas in our U. S. Armed Forces, with the goal of decorating 100 of their homes. The program, "Decorated Family", started five years ago when Christmas Decor decorated 35 soldier's homes as an opportunity to thank American servicemen and women for putting their lives on the line every day and to help light up the lives of the families who will be missing them over the holidays. The program was such a success that it has continued and grown every year.

"Christmas Decor was built upon ideas of giving back. Decorated Family was built upon those same beliefs," said Blake Smith, founder of Christmas Decor, noting that he started Christmas Decor as a way to continue to pay his employees from his landscaping company in the winter. "I am very proud of our franchisees, and their dedication to sticking together to make this program such a success across the country. While we cannot bring home family's loved ones from the war, we can provide some holiday joy by decorating their home. Giving back to the community is just a part of what we do."

Decorated Family first began as an idea, as Christmas Decor of Kennewick, WA and Senske Lawn & Tree Care, Inc. branch manager Bob Landaker figured there had to be a way for the franchise to give back to military families during the holiday. Landaker recalls that a dinner gathering in 2003 got him into the spirit of the holidays and thinking about the many military families that wouldn't be able to share a holiday dinner with their soldiers that season.

"I knew families would need some cheering up in the coming months and since we are already in the business of lighting people's lives, it seemed like a no-brainer," he said.

Families are selected for "Decorated Family" from those nominated via the "Decorated Families" link of the Christmas Decor website, www.ChristmasDecor.net. There is a brief application with an opportunity to write a 500 word essay describing why the family being nominated should become a Christmas Decor Decorated Family. Applications must be submitted online and families will be awarded based on their locale to a participating Christmas Decor franchise and the impact of their story.

Once selected, the family will be contacted by a Christmas Decor designer who will design a custom holiday display for their home and suggest options to the family. Then a crew will install the decor prior to December 15. At the end of the season, Christmas Decor will return to the home and take down the display.

ABOUT CHRISTMAS DECOR

Founded by Blake Smith in 1986 in Lubbock, Texas, as a common-sense solution to fill an off-season void and provide year-round work for employees of his lawn care company Quality Lawn Care, Christmas Decor quickly emerged as the company's No. 1 overall profit center – accounting for almost half its profits. Today, more than 375 Christmas Decor locations operate in 48 states

and Canada with more than 50,000 consumer and commercial customers, with plans to open locations in more than 100 new markets through franchise expansion in selective communities around the country. In addition to sales of its famous holiday decorating services, The Decor Group also offers the NiteTime Decor franchise opportunity, a growing 30-unit concept built on exterior landscape lighting services. For more information, visit www.thedecorgroup.com.

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