



**FOR IMMEDIATE RELEASE:**

**LOS ANGELES-BASED SMALL BUSINESS GIVES BIG TO THE COMMUNITY**

*Shades of Color, LLC Donates Over \$100,000 Worth of Black Gifts to Worthy Organizations*

**Los Angeles, CA – March 11, 2013:** As we close out another reflective Black History month, companies like Shades of Color, LLC make a commitment to continue to support future generations and honor the legacies of great heroes beyond the month of February. Shades of Color, LLC has been doing just that by donating to groups nationwide and fostering an African American Fundraising program to ignite entrepreneurship. In 2011 & 2012 alone the *Shades of Color Gives Back Program* donated over \$100,000 worth of items.

Churches, women's conferences, schools, a prominent HBCU and national non-profit organizations dedicated to uplifting the Black community have been recent recipients of Shades of Color's philanthropy. It is no coincidence that the program began in 2011 during Black History month. "We wanted to find a way to support those who have stood by us for nearly two decades in honor of those before us," says company President, Adrian Woods. "We have received great feedback that recipients loved their calendars and were touched by the inspirational messages in each design. These are all reminders of why our company exists: to inspire, uplift and celebrate who we are."

The company's initiative to help schools, churches, and individuals earn extra income has also been very successful. Their African American Fundraising & Entrepreneur Program is a user friendly resource to help people of all ages and groups of all sizes to make money, particularly during the holiday gift season.

Shades of Color, LLC began eighteen years ago by two aspiring African American men just turning thirty, Courtney Hines and Adrian Woods. The budding entrepreneurs saw a void in the Black gift industry and sought to build a company to manufacture gifts celebrating African American culture. The company strives to produce positive African American gifts that reflect our everyday community, and their unique products have held a firm stake in the African American gift market.

Additionally, for several years Shades of Color, LLC has donated a portion of its profits from their breast cancer awareness magnet, "Help Find A Cure" (M51) to charitable organizations that focus on support for African American women against breast cancer. Says company CEO, Courtney Hines, "We feel it is crucial to be vocal about health awareness, especially within the African American community. We designed this particular magnet to relate to our customers – with an illustration that looks like them – and to enforce the message that we need to continue to seek a cure."

Shades of Color, LLC contributes to like-minded organizations dedicated to strengthening and empowering our communities. They are a company honored to do what it can to create a positive legacy.

**ABOUT SHADES OF COLOR, LLC**

*Shades of Color, LLC is a Black owned business dedicated to producing the highest quality African American calendars and African American gifts available. The company was started in 1995 as a means of filling the void that existed within the calendar and gift business. Their mission is to bring positive images of African Americans to homes and offices everywhere, and they specialize in helping schools, churches, groups and individuals succeed with their African American Fundraising & Entrepreneur Programs. ([www.ShadesGifts.com](http://www.ShadesGifts.com)) ([www.facebook.com/ShadesCalendars](http://www.facebook.com/ShadesCalendars)) ([www.pinterest.com/shadescalendars](http://www.pinterest.com/shadescalendars)) ([www.twitter.com/Shadesofcolors](http://www.twitter.com/Shadesofcolors))*

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