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FOR IMMEDIATE RELEASE

Warning to Consumers: Don't Be Misled by "Fake" Nonprofit Sites

CHESTERFIELD, MO – The Christmas SPIRIT Foundation, the 501(c)(3) charitable branch of the National Christmas Tree Association, is informing all consumers and donors to be cautious of "imitation" Web site addresses. This comes as a result of an apparent attempt to divert potential donors and supporters from the Foundation's Trees for Troops program.

The Christmas SPIRIT Foundation, which organizes and implements the annual Trees for Troops program, launched a grassroots fundraising effort called TweetUp4Troops. The site invites Americans nationwide to host local fundraising events, with all proceeds benefitting Trees for Troops. Since 2005, the Trees for Troops program has delivered more than 50,000 fresh-grown Christmas Trees to military families across the nation and around the world, and this year, more than 15,000 service members and their families are expected to receive a tree.

It was recently discovered that representatives of the artificial Christmas Tree industry had put up a URL similar to the TweetUp4Troops site in an apparent attempt to divert potential Trees for Troops donors to a Web site selling artificial Christmas Trees. The official URL for TweetUp4Troops continues to be www.tweetup4troops.org.

"URL kidnapping of this type is slimy and it goes on all the time around the world," said David Hessekiel, president of the Cause Marketing Forum. "There are numerous stories of Fortune 500 companies that found their names were taken in Russia and China by URL squatters. But, this one is particularly egregious because it is profiting off a charitable venture. Not even Ebenezer Scrooge was that low."

All consumers wishing to learn more or show their support for the Trees for Troops program

should visit www.tweetup4troops.org. Visitors to the site may find a participating retail lot or farm near them, leave a message for the troops, order T4T-related merchandise and more.

About the Christmas SPIRIT Foundation

The Christmas SPIRIT Foundation, the 501(c)(3) charitable branch of the National Christmas Tree Association, advances the spirit of Christmas for kids, families and the environment. Trees for Troops is just one of the Foundation's projects. For more information, go to www.ChristmasSpiritFoundation.org.