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## **Carol for a Cause Awards \$2500 Prize**

*Annapolis, MD, (December 28, 2010)* – Carol for a Cause, an effort that started here in Annapolis to spread kindness and goodwill through song, has awarded \$2500 in prize money to a Lexington, Kentucky family that submitted the winning video in their holiday contest. Philip and Lisa Roberts will receive \$1250 for themselves and \$1250 for Project Seahorse, a charity they have launched.

Dana Clark, an Edgewater resident, started Carol for a Cause in 2009 with a song she wrote and a friend recorded. She made the song available for free online, just asking people to enjoy it and to share it with others in hopes that it will inspire people consider the true meaning of the holidays and perhaps turn that feeling into positive action. There was no particular cause, no fundraising effort – just the concept of “playing it forward”. To date, the song has been downloaded nearly 10,000 times on [www.carolforacause.com](http://www.carolforacause.com) and on music sharing sites. Hundreds of people leave heartfelt comments and some businesses have stepped up to help fund the web site and PR effort.

To help spread the word, a contest was held this year asking people to submit what the holidays mean to them – they could send a photo, a poem, a video, anything. The Roberts’ winning video was still images and a voiceover set to Dana’s original “Christmastime” song. The Roberts told the touching story of their loss of a child soon after Lisa gave birth to quadruplets, just before the holidays in 2005. Christmas has had a special meaning for the Roberts’ family ever since. Today, the rest of their children are doing fine, the family is thankful for many blessings, but they will also never forget the one child that never came home.

Philip and Lisa started their own charitable program to support families during and after the tumultuous experience of caring for a critically premature baby. Called Project Seahorse, they help educate and guide parents, honor those who do and don’t survive, and give other NICU (Neonatal Intensive Care Unit) parents a way to help future families in need.

On hearing their video had won the contest, Philip Roberts emailed back this response, “Our family is really honored and excited to win this special double prize. Dana's beautiful song--and the emphasis on giving that surrounds it--is right in line with what we believe about the Christmas story. The way that she took her personal trial and redirected it to bless others is exactly what Project Seahorse is about too. We're thrilled to be a part of 'playing it forward' with Carol for A Cause, and will definitely use these resources to lift up others this Christmas and on into 2011.”

To see the Roberts video and all the other contest entries, go to [www.carolforacause.com](http://www.carolforacause.com) . To learn more about Project Seahorse, go to [www.projectseahorse.net](http://www.projectseahorse.net).

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