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## DIRECTBUY OF LONG BEACH DONATES TO LYDIA'S HOUSE

*DirectBuy showroom in Long Beach donates toys, clothes and gifts to the women and children of Lydia's House Women's Shelter*

**Long Beach, CA, January 8, 2009** - DirectBuy, the leading members-only showroom and home design center that offers merchandise direct from manufacturers and their authorized suppliers, is proud to announce that DirectBuy of Long Beach had the distinct privilege of donating unwrapped toys, clothing, gifts and other charitable items to the Lydia's House Women's Shelter.

The owners of DirectBuy of Long Beach, accompanied by some of their staff members, visited the women and children of Lydia's House on December 22, 2008 to present them with the donated gifts. "We set up in front of the Christmas tree in the living room while all of the house residents sat around," explained John Remar, co-owner of DirectBuy Long Beach. "We started calling off names and the children came running at us. It was such a great experience and very heart warming." After the children opened their gifts, the DirectBuy staff were given a tour of Lydia's House and gained further knowledge of the facilities operations.

Lydia's House is a Women's Shelter for single mothers and victims of abuse, and works to provide transitional housing, goal-oriented support services and access to community resources for more than 275 local women and their children. In partnership with volunteers and donors – such as DirectBuy of Long Beach – Lydia's House works to end domestic violence by continuing to provide a place of healing and a voice of hope.

Adopting a local shelter for the holidays was a goal of the owners as well as the entire staff, who wanted to give back to a community who has helped them so much over the years. "We felt the need to give back to those that our less fortunate than ourselves considering how the economy is suffering," said Remar. "We hope that our contributions will make a huge impact on the women and children of Lydia's House in the coming year."

DirectBuy of Long Beach reached out to their members to ask for their help in donating gifts and money to Lydia's House by hosting two full weeks of sharing during December 6<sup>th</sup> through the 21<sup>st</sup>. Everything from word-of-mouth to email blasts were used to promote the program to staff and members, and the team at DirectBuy also designed and displayed a wish list of gifts and donation box in the showroom lobby to increase the program's visibility with members.

DirectBuy of Long Beach, which has a 30,000 sq. foot showroom, is conveniently located at 2401 E. Willow Street in Signal Hill, CA, and offers consumers a comfortable, welcoming setting and design center where they finally have the financial control of buying direct.

"DirectBuy of Long Beach sets itself apart from traditional retailers by providing consumers with a low-cost, 'one-stop shopping' destination where they can furnish, build or renovate their home," said co-owner Jock Petersen. "Members enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise."

DirectBuy of Long Beach offers area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 top manufacturers and their authorized suppliers.

To assist members with their home renovation projects, DirectBuy employs interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishing, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

DirectBuy members also have access to renowned designer Christopher Lowell. Lowell has designed twelve room settings – created exclusively with products available through DirectBuy – using his Seven Layers of Design. An innovative approach to home décor, The Seven Layers of Design keeps homeowners on budget and from feeling overwhelmed by their project.

### **Lydia's House**

Lydia House provides hope and help for the South Bay's rapidly growing number of homeless single women and mothers with children. Whether they are seeking shelter because of abuse, addiction, or financial problems, women and children find the physical, emotional and spiritual support they need each year in their safe, family-oriented housing and New Life Program. For more information on Lydia's House, please call (562) 591-1292 or email [info@lbrm.org](mailto:info@lbrm.org).

### **DirectBuy Membership**

Consumers who are interested in joining DirectBuy of Long Beach are encouraged to attend an exclusive Open House event, which is designed to educate families about DirectBuy's unique business model. The Open House also helps consumers better understand how DirectBuy members avoid traditional retail markup when purchasing brand-name merchandise.

To request a "Free Insider's Guide to Buying Direct" and a Visitor's Pass to learn more about the superior value and benefits of a DirectBuy membership, call 562-489-7850 or visit [www.directbuy.com](http://www.directbuy.com).

### **About DirectBuy**

For more than 37 years, DirectBuy has been showing thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes – from furnishings, home improvement and flooring, to entertainment and outdoor products, accessories and much, much more. With more than 160 locations in North America, DirectBuy offers its members access to approximately 700 brand-name manufacturers and their authorized suppliers in the US, and more than 500 brand-name manufacturers and authorized suppliers in Canada.

Consumers interested in seeing DirectBuy's savings, service and selection up close may obtain a Visitor's Pass to attend an Open House by visiting [www.directbuy.com](http://www.directbuy.com) or [www.directbuycare.com](http://www.directbuycare.com).

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