



FOR IMMEDIATE RELEASE

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Louisiana Owned, Parish Parcel, Looking to Boost Holiday Sales for Businesses in the State

LAFAYETTE, LA — September 13, 2016 — The first chill of fall isn't in the air just yet, but stores around the country are dusting off holiday decorations. This season tends to move fast and most people will not be waiting until the first leaf drops to get a jump on that Christmas list. Louisiana businesses have partnered with Parish Parcel (www.parishparcel.com) in the hopes of reminding the rest of the country that many of the products that can fill homes with the spirit of the season are made down south, in some areas that desperately need that holiday sales boost.

Parish Parcel is a Louisiana owned and operated start-up aimed at putting Louisiana business owners on the map while shipping boxes of tastes, aromas, and culture across the country.

Owner Jaci Russo says this year is especially crucial, "We know many businesses make the bulk of their sales during the holiday shopping season, this year that could mean staying open or closing for good in our state. The floods forced people to shut down for weeks at a time, they need the Christmas Shopping rush to make ends meet this year."

The monthly subscription service is offering Louisiana-made products a chance to let the rest of the country in on a secret that every Cajun knows, no one does the holidays quite like Louisiana.

"Christmas is a great time for us," says Tom Scarborough, Owner and President of Nouvelle Candle Company, "we are debuting some new scents this year in exquisite new packaging, we are excited to get it out there."

Scarborough says their company has a large following in Louisiana and the southeast. The company is based out of St. Francisville, Louisiana and has been in business for over 15 years. Tom says they are excited to get the word about their new Christmas line of candles.

"We are in nearly all of the states, but this partnership with Parish Parcel could bring in new business, we are always looking for opportunities," says Scarborough.

The parcels come together with the help of Louisiana artists, chefs, musicians, and craftspeople. Each month 6 to 8 Louisiana tokens are chosen and shipped just about

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anywhere, you can browse around here <http://www.parishparcel.com/shop/all/>. The perfect gift and reminder of the state's culture and hospitality.

"The products in our parcels are the best of the best and fully representative of the amazing ingenuity and craftsmanship of the people of Louisiana," says Jaci Russo, "curating these boxes is actually a pleasure, we have so much talent to work with."

A gift to the hard working people of Louisiana and a gift for the Cajun-at-heart who may not make it home for the holidays. Anyone can sign up for a subscription, or give the gift of the Parish Parcel Cajun curated experience to someone who is craving a little taste of Louisiana. Go to ParishParcel.com to sign up.

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