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## FOR IMMEDIATE RELEASE

### The Hot Tub Store Pledges Help For Fire Victims

**SANTA ROSA, Calif., October 17, 2017** –The Hot Tub Store has five locations in Northern California, but our roots are in Sonoma County. Our hearts go out to all those affected by the devastating fires in the North Bay that have hit all too close to home. While all of our Sonoma County-based team members, contractors and vendors are safe, some have lost their homes and many have been evacuated. Many of our customers have also lost their homes, while others fled with little to nothing and wait to find out if they'll have anything to return to. We are profoundly saddened by the loss of property and life, and the devastating damage that has been brought on by the blazes in Sonoma, Napa, Lake and Mendocino counties.

“We all know several people who have lost their homes. Friends and customers. We want to help,” said Sky Matula, president of The Hot Tub Store.

We are doing all we can to help the fire victims and support those who have worked hard to protect our homes and our lives. To help those in need, The Hot Tub Store is donating \$5,000 to the Redwood Credit Union North Bay Fire Relief Fund. And now through October 31, at all five of our Northern California showrooms (Santa Rosa, Vacaville, Rocklin, Folsom and West Sacramento) we will also be donating 10% of all paid invoices to the Fire Relief Fund.

If you'd like to donate directly to fire relief, you can do so through the Redwood Community Fund at:

<https://rcu-community-fund.squarespace.com/donate>. 100% of your donation is tax deductible. Please make sure to specify The Hot Tub Store when donating so that we can match your donation.

We cherish the motto “Love Is All There Is,” an ethos that the late Hot Tub Store President Ellen Friedman embodied on a daily basis. Ellen’s passing was celebrated by the hashtag #loveisallthereis, and now more than ever it’s important to spread love to all those around us.

The tragic events of the last week have brought our community together in ways that we have not seen before and we thank you for your continued support. Crews may be gaining the upper hand on the fires but the cleanup and rebuilding will continue for weeks, months and even years. For more information, go to <https://hottubstore.com/norcal-strong/>

#### About The Hot Tub Store

Since 1973, The Hot Tub Store has been serving Santa Rosa, Rocklin, Sacramento, Vacaville and Folsom. We carry the world’s best selling brand of Spas and Hot Tubs, HotSpring® Spas. Enjoy the ultimate in relaxation with our hydromassage systems which are featured in all of our portable spas and hot tubs. We invite you to visit the showroom nearest you. Our expert sales staff will help you select the spa that’s perfect for you and your family. At The Hot Tub Store we don’t want to just sell you a spa, we want to help make your spa one of your favorite destinations.

