



For Immediate Release

**EVENT INDUSTRY COMPANY DECIMATED BY COVID SPREADS HOPE
AND JOY THROUGH SNOW IN A BOX THIS WINTER SEASON
IN SOUTHERN CALIFORNIA**

Los Angeles, CA - December 30, 2020 — Ice Bulb founder, Marc Entin, is one of 12 million event professionals whose business came to a grinding halt overnight in response to the COVID-19 pandemic and has now shifted to bring fun to your doorstep through his new division, Snow in a Box. Launched earlier this month, Snow in a Box is a safe yet fun outlet and solution to Southern California residents newest stay at home order, which has now been extended into the new year. With a goal of making it a white winter filled with hope and joy, Entin quickly took this new concept and evolved it to be the best new gift to receive this winter at home.

“Ice Bulb prides itself on providing unique and creative experiences for our clients and their guests pleasure,” said Ice Bulb's Founder, Marc Entin. “With the current circumstances surrounding COVID-19 and the collapse of the live event and entertainment industries, we wanted to find a new way to create happiness for people while keeping our team engaged. Seeing the smiles on people's faces as they play with fluffy snow has made this endeavor so much more gratifying than we could have ever imagined. With Snow in a Box, kids that have not been able to go out, go to school, enjoy family holiday vacations and much more— now have a way to create memories and do so in their own safe environments.” Since launching, Snow in a Box sold out entirely last week producing more than 48,000 pounds for the holidays and expects to produce even more this week, spreading snow to all as 2021 approaches. Snow in a Box is a simple concept yet the value it delivers outlasts the snow itself. Fresh powdered snow is hand-delivered in as short as a 24-hour window. Entin personally takes the time to speak to each inquiry, talking them through their order and a series of tiers created to help them navigate what's best for their needs.

With gratitude to the local community for supporting his efforts and a huge desire to spread kindness to all, Entin announced on #GivingTuesday in conjunction with his launch that Snow in a Box would be donating 5% of all December sales to a “fun-fund” which would provide gifted snowy entertainment to children in need this winter season. Entin has since partnered with two local Orange County and Los Angeles based charities to deliver snow to their children, [Rising Above Disabilities](#) (RAD) and [Hope of the Valley Rescue Mission](#) (HOTV).

Entin's first event was for the [RAD Winter Wonderland Drive-Through](#) on December 20th. "Although RAD Camp was unable to host its typical in person holiday event, they did not let the holidays go without celebrating their community in a safe and unique way," said Katie Webb Brundige and Meghan Clem, Executive Director's for RAD. "We were so honored to be selected as one of the nonprofits supported by Snow in a Box! This has been a hard year for so many, our campers had to quarantine longer and had many activities, programs and services cancelled. At RAD, we refused to cancel! Getting to surprise them with snow this holiday season was surely a RAD moment they won't forget and reminded us all that magic and wonder are everywhere, if you just believe!"

Monday, January 4th, Ice Bulb is at it again, heading to LA where they will completely snow the Genesis House for the Hope of the Valley children. "We pride ourselves on shining a light for our residents and shelter guests even during their darkest hours. This year has been unlike any other, we have worked vigorously to push through and support them to no end, especially the children. The excitement and hope this will bring as they start 2021, with new goals and beginnings will be unlike anything we could ever gift them. Imagine a snowy Los Angeles right in their front yard, 6-feet apart of course, I just can't wait! We are so grateful for Snow in a Box's efforts and generous hearts." said Ken Craft, CEO of Hope of the Valley Rescue Mission.

With the regional stay at home order now extended, Snow in a Box's number one goal at this time is to continue safely bringing joy this winter to people, their families and pets, all while surprising those in need as they do so. "As long as we're delivering snow, we'll be giving snow back this season," said Entin, "it's the best and only option for Ice Bulb and I'm so honored to play a small role in what I hope continues to yield some pretty big memories."

To learn more about Snow in a Box, please visit snowinabox.com or follow them [@icebulb](#) on socials. Images showcasing the Snow in a Box experience can be accessed [here](#).

ABOUT ICE BULB

Founded in 2009, Southern California based Ice Bulb is a next generation ice company that uses the latest technologies to provide unique ice products and experiences nationwide. With a passion to produce a higher quality product and offerings to their clientele, Ice Bulb embraces state of the art innovations which have dramatically improved the manufacturing capabilities in the industry for ice products to be produced on a larger scale and volume. Ice Bulb prides itself on pushing the boundaries of what is possible. Ice Bulb has recently expanded their live carving shows, snow and corporate team building divisions to now include Snow in a Box.

ABOUT RAD

RAD - Rising Above Disabilities. Founded in 2014, RAD Camp was created to empower people, shining a light on each as an individual with unique and amazing abilities, regardless of disability, diagnosis or description. We offer awesome programs, camps and a community for adults and children with

developmental disabilities, much-deserved support and respite for their caregivers, and a life-changing experience for volunteers. From Camps to Club, Zooms to Social Media Groups, there are endless ways to connect, join and participate with RAD. Be RAD today at www.RADCamp.org

ABOUT HOPE OF THE VALLEY RESCUE MISSION

Hope of the Valley Rescue Mission works to prevent, reduce, and eliminate poverty, hunger, and homelessness in Los Angeles County. Founded in 2009, they began by serving hot meals in Sun Valley and have since branched out to operating nine shelters, the help center in Van Nuys, and a navigational and jobs center in North Hollywood. Genesis House is their emergency shelter for single women and children who are transitioning out of homelessness. The purpose is to provide a safe environment in which mothers and their children can be equipped to live self-supporting and healthy lives. According to Hope of the Valley, Founder and CEO, "the shelter offers struggling families the opportunity to catch their breath and plan for a new beginning in a stable living environment." Genesis House is one of only three shelters in the San Fernando Valley that is for women with their children (including Casa de Vida and Shepherd's House also run by Hope of the Valley Rescue Mission). Hope of the Valley is supported by donations, community events, and a group of local thrift stores, more information can be found at www.hopeofthevalley.org

For All Media Inquiries:

CONTACT Alexandra Rembac

PHONE 818-216-5085

EMAIL alexandra@sterlingengagements.com

###