

# Liquidation Channel Press Release

For Immediate Release

**Summary:** Austin, Texas middle school to receive \$1 for every item purchased during the Tanzanite Smackdown event at the Liquidation Channel (LC).

## LC helps community school with Tanzanite Smackdown sales event

The Tanzanite Smackdown is a celebrated sales event at the Liquidation Channel (LC), and this weekend's Smackdown packs even more punch because the LC is donating \$1 for each item purchased to Webb Middle School in Austin, Texas.

This 27-hour, coast-to-coast extravaganza will air from Friday, Dec. 12 at 11 p.m. CT through 2 a.m. CT on Sunday, Dec. 14.

The LC calls Austin, Texas home, and this year they would like to invite everybody to join them in supporting education and at-risk students in the Austin community.

Nearly 80 percent of Austin's Webb Middle School students are classified as economically disadvantaged and are eligible for meal assistance. The LC has been working hard to support a school that makes such a huge difference to the 651 students it serves.

LC employees are focused on making the holiday season even brighter for these students, so for each and every item LC customers purchase during the 27-hour event, the company will donate \$1 directly to Webb Middle School. LC is dedicated to investing in local, national, and global communities, addressing issues like education.

**"This is by far one of our greatest events!" said LC's President Gerald Tempton. "Not only are we showcasing some of the hottest Tanzanite deals we have ever offered, but we are also improving the lives of children in our local Austin area."**

LC Tanzanite Smackdowns are special sales events held a few times throughout the year that feature incredible deals and unbelievable prices on rare tanzanite jewelry. As the number one supplier of TanzaniteOne, the world's foremost supplier of this exotic gemstone, the LC will be bringing jewelry lovers some of the highest quality stones, set in a variety of new styles and designs.

Stay tuned to [liquidationchannel.com](http://liquidationchannel.com) or [facebook.com/shoplctv](https://www.facebook.com/shoplctv) for more information or updates on specials and deals.

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About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is an Omni-channel business comprised of a home shopping TV network, an ecommerce business, and an outside sales/wholesale segment. It is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. LC specializes in delivering Exceptional Quality, Exquisite Designs, and Outstanding Value, while providing a low-price guarantee on each of its products. The channel's unique jewelry is available online at [LiquidationChannel.com](http://LiquidationChannel.com) and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 159, ROKU, AT&T U-Verse 399 and 1399 (HD), and local cable channels.