

GOOD WORKS

Businesses and groups helping the community

Gordon's shades raise money for Haiti

Gordon's Window and Decor is not wasting a minute aiding in Haiti's disaster relief effort. The Essex Junction company has teamed up with the American Red Cross International Response Fund to donate \$5 for every EcoSmart Insulating Cellular Shade sold by Feb. 28.

Gordon's has been providing the window treatment needs of homes and businesses since 1986. They are reaching out to help those devastated by the recent earthquake with sales of their locally-manufactured signature product.

"We are a family business and any time an opportunity for us to give back through a partnership with our customers pres-

ents itself, we embrace it," said Gordon Clements, founder and president of Gordon's. "Our team here at Gordon's is very concerned about the condition of the Haitian people and we are very committed to lending our skills and daily work effort to helping those in need survive this devastation."

The American Red Cross International Response Fund provides immediate relief and long-term support through supplies, technical assistance and other necessities to assist people in need. Gordon's has worked with them in the past. They offered the same donation partnership to customers following the impact of Hurricane Katrina.

Clements said the response was overwhelmingly positive.

"We were so overwhelmed by the enthusiasm of our team and generosity of our customers that we knew supporting the American Red Cross was the way to go," Clements said. "At Gordon's we feel that giving back to the community or those in need is simply an extension of our Socially Responsible business philosophy, products and overall goal as a company. An effort like this brings us closer together as an organization and enhances our awareness of what we can accomplish as team."

— **Myra Mathis Flynn,**
for the Free Press