

FOR IMMEDIATE RELEASE

Louis Shanks Furniture Contact:

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Louis Shanks Furniture is supporting the dining and entertainment industries.

Austin, TX (April 10, 2020) – Texas-based furniture retailer, Louis Shanks Furniture, launched a new initiative to support local restaurants and musicians that are struggling during the efforts to combat the COVID-19 pandemic. With the Stay-at-Home orders in place, bars and music venues are closed which results in all musicians losing their sole source of revenue. We live in the ‘Live Music Capital of the World,’ yet there are no places to play. The music scenes in Austin and San Antonio are struggling, and this is right in our backyard. Restaurants are struggling as well. These businesses and people are what make our cities exciting and vibrant places to live. It is important to keep this heartbeat alive, even during this crisis.

Louis Shanks Furniture is family-owned and is a proud member of these communities since 1945. The closing of non-essential businesses came in the middle of their 75th Anniversary celebration. When Louis Shanks reopens, they want to make sure that Austin and San Antonio remain the thriving, exciting places where we all live. The Forwoods (3rd and 4th generations of the Shanks/Forwood family) have agreed to help in several ways, in cooperation with many local musicians. **One:** Louis Shanks will promote the streaming shows for musicians in Austin and San Antonio through their social channels, through emailers, and through the website. **Two:** Louis Shanks will ask that people contribute to the artist’s Venmo or Paypal account or buy tickets for paid streams. The listeners will be asked to keep receipts of their support, plus receipts for picking up from local restaurants. **Three:** Bring in the receipts when Louis Shanks reopens or during a scheduled virtual shopping session. These receipts will be tallied, and Louis Shanks will provide that total as a discount off of qualified purchases. The discounts are off of their everyday sale price, so the savings are significant. For example: If you contribute a total of \$500 toward local musicians and/or restaurant take-out or curbside, your purchase of \$1500 will be discounted by \$500. **Finally,** Louis Shanks will make a small contribution to the same musicians following the purchase. Louis Shanks hopes that this offer will increase fans, numbers of contributions, and size of contributions for these musicians and local restaurants.

“We are supporters of the local music scene. I enjoy going to local venues and listening to live music. We also bring in many local acts to perform for special events in the store. Live music is important to us and to our city,” explained Mike Forwood, President. “I don’t know if I’d call myself a foodie, but I enjoy dining out at my favorite local restaurants and experiencing new places. It is important to keep these places open,” said Michael Forwood, Austin store manager.

About Louis Shanks:

Louis Shanks is a locally owned and family-operated business with over 150,000 square feet of showroom in Austin and San Antonio. Since 1945, Louis Shanks has been providing the finest in-home furnishings with one of Texas’ largest inventories and widest selection of products for every room of your home. At Louis Shanks, we live to help you love where you live.

www.louisshanksfurniture.com #LoveWhereYouLive

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