

**Press Release****FOR IMMEDIATE RELEASE****CONTACT:****S.C. Marketing**

Lake Forest, California

Tel 949-540-1355

Toll Free 1-877-540-4100

Email: [charles.salisbury@cox.net](mailto:charles.salisbury@cox.net)Web: <http://www.talktosanta.org>**DATE:****RE: Talk To Santa.org Launches Innovative Web Site For Children of All Ages**

Lake Forest – “While growing up in rural Illinois, I was always a strong believer in Santa and always wrote him a note (wish list) because it was too far to the nearest mall. My Dad always promised to mail the letter to Santa but I didn't know if Santa actually received it and read it. On Christmas morning I knew that my Dad mailed it because Santa always filled at least one of my requests. As I got older and had kids myself, I realized how real Santa is as I saw the miracles of Christmas and blessings received from millions of people who gave unselfishly to those who had less than them.”

That's how Charles Salisbury, describes why he created his holiday site [www.talktosanta.org](http://www.talktosanta.org) where parents can book a live phone call directly from the North Pole. What makes Salisbury's site more innovative from the standard 'letter from Santa' is how personal an experience it is for both child and parent. Santa knows if a child has been naughty or nice, the names of brothers and sister, pets, school grade and whether the house has a chimney or not. Santa is also very interested in the child's special needs such as health issues or behavioral ones. Plus, unlike a letter that is easily lost, the talktosanta.org call can be recorded so parents have a keepsake for years to come.

Salisbury, now a grandfather, began his site to keep the magic of Christmas alive for the next generation of children. “I wanted to do something to provide more Christmas joy for children who can't get to the malls where Santa holds court – whether it be distance or illness that keeps them away. By providing a real phone call every child can connect to this magical Christmas legend and know that Santa loves them, hears them and understands their wishes.”

Apart from the joy that talking to Santa brings, TalktoSanta.org provides funding to charities that reach young disadvantaged children throughout the world like Toys for Tots. As Salisbury says, “The creation of the internet can bring many unfortunate influences into the home but it can also bring a link to the jolly old man who loves and understands children and the parents who love them. The same Santa that loved me and read my letters is preparing his sleigh and reindeer for another Christmas eve trip that will bring happiness to everyone who believes. As for me, I will never stop believing for I've seen blessings he's brought to children of all ages.”

To schedule a conversation with St. Nick visit [www.talktosanta.org](http://www.talktosanta.org).

**About the Author:** Charles Salisbury grew up in Illinois and now resides in Lake Forrest, California. With a deep love of Christmas and the season of giving. Charles created talktosanta.org to support children's charities while offering a bit of joy to the holiday seasons for all boys and girls. He can be contacted via telephone at 1-877-540-4100 or email at [charles.salisbury@cox.net](mailto:charles.salisbury@cox.net) if you have any further questions or decide to publish this release.

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Tel 949-540-1355 | Toll Free 1-877-540-4100

Email: charles.salisbury@cox.net | Web: www.ExecutiveTravelUSA.com

**DATE: 01/19/2005**

**RE: Next Evolution In On-Line Travel Booking**

Lake Forest – Once upon a time, brick and mortar travel agents booked family vacations or business trips. Agents offered better deals on hotels and airlines than the general public could find. With the invent of the Internet, the rules of travel changed with sites like Travelocity and Priceline. Now a company named IntelTravel has found a way to mix the old and the new, and they're changing the \$552 billion travel industry in a big way.

Now anyone can become an Independent Travel Agent (I.A.). by visiting [www.ExecutiveTravelUSA.com](http://www.ExecutiveTravelUSA.com). In 1998, IntelTravel International revolutionized the travel industry by introducing a sales force of over 100,000 Independent Agents. Today they continue to create endless opportunity with their low cost entry into the travel business. Agents earn up to 10% commission for booking travel online, be it for themselves or for their family, friends or co-workers. For the one time \$69.95 registration fee plus \$7.95 monthly Internet access fee, people are finding they can be a franchise within themselves and offer discounts that other Internet sites simple can't match in terms of price, quality or both.

Sites such as Priceline and Hotwire might offer substantial discounts to visitors but they don't allow the buyer to pick their hotel or airlines. With IntelTravel, individuals become their own travel agents without having to deal with a third party. I.A.'s get the best prices and they know the hotels and airlines being booked before ever making a purchase. The specially created website compares prices on all discount websites as well as all major travel providers to find the very lowest prices on airline, hotel, cruise or auto rentals. Whether booking one trip a year for personal use or booking hundreds of business trips for a company, the low entry fee to be an I.A. is recovered from the savings of the first trip alone. I.A.'s can also get FAM (familiarization) trips, which means incredible deals such as London for a week, staying at a 4 start hotel and paying less than \$800.00 for two people. With some other FAM programs, if the I.A books a certain amount of people through a cruise line or property, the I.A could be entitled to a free stay.

After six years in the business IntelTravel has some impressive industry support from all major airlines like Delta, Spirit, American Airlines and Air France. They are associated with cruise lines such as Carnival, Royal Caribbean and Princess Cruises, in addition to all major hotel chains as well as Club Med. Most impressive, however, is the fact that anyone can be a travel agent. No licensing or testing is required.

ExecutiveTravelUSA.com has helped many business travelers by offering a stand-alone business selling travel while cutting their own travel expenses. Being an I.A. also has its advantages for stay-at-home moms and dads who want to make extra income but don't have time for the nine to five routine. For the small price of the accreditation fee and monthly charge, families are finding they save money on their trips but also help other friends and family members as well, all the while earning a 10% commission on any trips booked.

IntelTravel isn't just for individuals or families though. Businesses are also discovering the savings by having their own I.A. on staff to handle all their booking needs. Instead of outsourcing to travel agents they're learning they can do the same with one account for their entire staff. *Travel Agent* magazine reported on one IntelTravel I.A, Judy Suiter, president of her own management consulting firm. They claim, "She books \$30,000 to 40,000 in travel a year, mostly for her own business. But she says this saves her company thousands of dollars a year in travel expenses and she receives commissions on that travel, as well as good air and hotel rates."

In addition to offering exceptional rates, brand-name travel partners and business opportunities IntelTravel is ARC- and IATAN-appointed, and a member of ARTA, ASTA, CLIA, PATA and the GEM consortium. So whether it's the family summer vacation to the coast or the business trip in the middle of winter, IntelTravel is meeting the needs of travelers today. For more information on IntelTravel or becoming an I.A visit [www.ExecutiveTravelUSA.com](http://www.ExecutiveTravelUSA.com).

**About the Author:** Charles Salisbury grew up in Illinois and now resides in Lake Forrest, California. He can be contacted via telephone at 1-949-910-6028 or email at [charles.salisbury@cox.net](mailto:charles.salisbury@cox.net) if you have any further questions or decide to publish this release.

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**CONTACT:**

**Salon Swipe**

Address

City, State, Zip

Phone: 1-877-SALON-90

Email:

Web:

**DATE:**

**RE: Innovative Merchant Tool For Salons and Hair Dressers Alike**

La Habra, CA – Salon Swipe is doing something that hasn't been done in the hair dressing industry. They're giving salons and hairdressers the freedom of movement never allowed before when it comes to charge card customers. The system available from Salon Swipe allows every booth renter in one salon to accept all major credit using a single terminal with the terminal being placed in the salon free of charge to both parties.

"Most booth renters in the salon industry bounce around from salon to salon," says Salon Swipe CEO ???. "Our product was designed with those booth renters in mind. If a booth renter in Salon A is using our system and decides to move to Salon B, she may take her account with her and continue to process her customers credit cards."

Not only is it easily accessible, the terminal for the transactions is free with no set up costs. CEO ??? goes on to say, "Traditionally, a merchant - booth renter or salon owner - would be required to purchase or lease a terminal if they wanted to process credit cards. With SalonSwipe, their terminal is free so this reduces or eliminates their current fees."

Apart from mobility, Salon Swipe customers will find the transaction rates competitive with other systems on the market. All fees normally associated with a merchant account have either been eliminated or drastically reduced and should any problems occur merchants could contact customer service at no charge between the hours of ???-??.

With all the breakthroughs in hair care in the last decade, Salon Swipe could be the most beneficial of all – for merchants and customers alike.

To learn more about Salon Swipe visit web address.

**About Salon Swipe:** Salon Swipe is based out of La Habra, CA serving the salon industries credit card needs. They can be contacted via telephone at 1-877-SALON-90 or email ??? if you have any further questions.