**Viral Launch Spearheads $15,000 Donation to Hurricane Harvey Relief Efforts**

*Viral Launch partners with ArtNaturals, a top beauty brand on Amazon to donate goods*

**INDIANAPOLIS (Sept. 5, 2017) –** [Viral Launch](http://www.viral-launch.com)**,** the leading provider of software and marketing services for Amazon sellers, announces its partnership with ArtNaturals to donate more than $15,000 worth of emergency supplies to Hurricane Harvey relief efforts in Houston.

With more than one million people displaced by Hurricane Harvey, citizens in the Houston-area are seeking refuge in shelters that are quickly running out of much-needed supplies. With so many people in need, Viral Launch connected with [ArtNaturals](https://artnaturals.com/), a Viral Launch client, to provide products listed as needed donations. Together, the companies are working with [The Church at Bethel’s Family](https://www.bethelsfamily.org/) in Houston to provide aid and assistance through its organization [Bethel’s Heavenly Hands](https://www.bethelsheavenlyhands.org/) for disaster relief efforts in the area.

"After seeing the devastation in Houston, I knew Viral Launch had to contribute,” said Casey Gauss, CEO and co-founder of Viral Launch. “As a company we are constantly looking for new ways to help people and better the lives of the less fortunate, so it made sense to partner with a client who has products that can help those affected by Hurricane Harvey. We knew a partnership with ArtNaturals would allow us the ability to give more high quality products to those in need than had we worked alone."

Viral Launch was able to purchase 1,250 bottles of shampoo and conditioner from ArtNaturals, who has grown to be recognized as one of the largest environmentally friendly beauty lines available on Amazon. ArtNaturals has a warehouse based in Houston and volunteered to cover shipping costs as well. Because of ArtNatural’s generous donation, Viral Launch purchased more than $15,000 worth of goods to donate to The Church at Bethel’s Family early next week.

“Our hearts go out to those affected by Hurricane Harvey, including our Houston Family. We commend those who are assisting firsthand to get everyone to safety and to help displaced families.” said Joseph Nourollah, CEO of ArtNaturals. “We couldn't idly stand by and not do anything, so agreeing to immediately donate product was easy for us."

Financial contributions can also be made through a GoFundMe page for The Church at Bethel’s Family, who have raised $8,000 of their $300,000 goal. Viral Launch encourages other Amazon sellers to donate a portion of their inventory to the cause, as items like nonperishable food, baby items, toiletries, cleaning supplies and bedding are still needed. For more information or to find a donation drop-off location or partner organization in the Houston area, visit [HoustonRecovers.org](http://www.houstonrecovers.org).

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**About Viral Launch**
Founded in 2014, Indianapolis-based Viral Launch is a software and marketing services platform that helps brands source, launch, and dominate on Amazon.com. The company’s product suite drives sales and improves a brand’s keyword ranking through product sourcing recommendations, listing and product design, SEO and expert coaching. Viral Launch’s clients range from third party sellers to major retailers earning more than $100M in revenue per year on Amazon. For more information on Viral Launch’s products and services, please visit [www.viral-launch.com](http://www.viral-launch.com).

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