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BusinessWire



Massachusetts Bay Trading Co. Teams Up with Massachusetts Foundation for the Humanities to Fund Mass Moments

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MBTC to Donate 5% of March Sales

Massachusetts Bay Trading Company (www.massbaytrading.com), the web store featuring Massachusetts-made products, will donate a portion of its March sales to the Massachusetts Foundation for the Humanities. The donations are in support of the new MFH project, Mass Moments (www.massmoments.org)--a daily almanac of Massachusetts history. MBTC will be donating 5% of overall sales and an additional 5% of sales to customers who use the MBTC link at the Mass Moments website.

"We had been planning to use the concept of 'this day in Massachusetts history' as a way of calling attention to the leadership role Massachusetts has played in so many fields," said MBTC President Bob Nilsson. "Mass Moments has taken this idea to a new level with superb content that combines audio, images, and text into something that is both entertaining and educational. Supporting Mass Moments is an important step in carrying out our mission of promoting Massachusetts' achievements."

Massachusetts Bay Trading Company has been expanding in response to the dramatic increase in sales this past holiday shopping season as demand for Massachusetts products has grown. The company continues to extend its product line with new art, crafts, jewelry, gourmet food items, games, soaps, clocks, lamps and many other items originating in the Bay State.

About Massachusetts Foundation for the Humanities

Established in 1974, the Massachusetts Foundation for the Humanities is a statewide programming and grant making organization affiliated with the National Endowment for the Humanities and the Massachusetts Cultural Council. The MFH promotes the use of history,

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literature, philosophy, and the other humanities disciplines to strengthen and enrich civic life in the Commonwealth. For a full description of Foundation programs and activities, see www.mfh.org.

About Massachusetts Bay Trading Company

Massachusetts Bay Trading Company, located in the Boston area, was founded on Patriots Day, 2002 as the first web store dedicated to promoting the rich heritage of Massachusetts and the quality products originating in state. MBTC staff carefully maintains a cross section of items that embody the finest character and diversity for which Massachusetts is renowned. The site provides profiles of the Massachusetts artists and craftspeople who produce the products sold there. MBTC offers the fruits of Yankee ingenuity for delivery worldwide. Visit MBTC on the Web at <http://www.massbaytrading.com>.

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