



## SURVIVOR CHANGES THE WORLD ONE T-SHIRT AT A TIME

### **Dark times**

In the 1980s, Tammi Burns was a victim, but she didn't want to be. She found herself in "one abusive relationship after another." She lived through physical, emotional and verbal abuse. She was physically attacked and raped by her spouse, who threatened to end her life as well as his own. Nonetheless, she found the courage to walk out.

Tammi had always wanted to make a difference in the lives of victims of abuse. "Even during my darkest moments, there was a small flame burning within that told me I was strong and able. Before I could help anyone else, I had to help myself."

### **Finding the light**

"My best friend, who is now my husband, found me at a time when that inner light was very small. It was a very dark time in my life. He grabbed my hand and pulled me up, helping me to see that I could turn my life around. Instead of being a victim, I am now a survivor with a mission," says Tammi. "It's probably the most romantic story ever."

Her healed soul was the launching pad for a business concept that would aim to create social change by making clothing that speaks out against abuse, violence and addiction. With slogans such as "*Make a stand against an angry hand*" and "*Sticks and stones may break my bones, but sometimes words are worse,*" Break the Chain® Apparel is clothing with a voice.

### **Making a difference**

In 2006, the entrepreneurial spirit in Tammi emerged, driven by her passion to help others move forward out of the darkness and into the light. That year, Tammi founded Break the Chain® Apparel, clothing that gives a voice to those who are afraid to ask for help or those who want to join in the cause.

Tammi created a business that empowers individuals and gives them courage; she created a "change reaction" in which victims move from hopelessness to strength. "It is my voice, which becomes two voices, which becomes ten voices...if I give one person hope, then that person gives another person hope and the change reaction pays it forward," explains Tammi.

Tammi recounts a meeting in March 2006 with an acquaintance who had a very successful clothing line. "I told him about my idea and he said, 'What are you doing? Get up! Get up and go. This is what you were born for. This is what you were meant to do.'" This meeting was the catalyst that got Tammi out of her seat and into action.

Successful businesses require passionate entrepreneurs. Tammi's motivation is undeniable. "The story is truly magical," says Tammi. "It's kind of like a Grimm fairy tale, but the good guy wins in the end! We ride off on the Break the Chain® truck!"

###