



NEWS RELEASE

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Local Clothing Line Seeks Partners for New School Project

*Project Change Reaction gives youth the chance
to speak out against abuse and addiction*

Stayton, Ore. 8 Dec 2008 – The Oregon-based clothing producer [Break the Chain Apparel](#) has started a new project called “Project Change Reaction” in which students design artwork around abuse; a winning design will be chosen and developed into a professional graphic design produced on t-shirts that will sell as the company’s latest apparel design.

Project Change Reaction is being put into action at [Stephens Middle School](#) (SMS) in Salem, Oregon, where they are holding a contest to design Break the Chain Apparel’s next t-shirt. Sixty students at SMS were asked what the most prevalent problem is that they face every day. They selected verbal abuse, and are now designing artwork around the theme: “Sticks and Stones may Break my Bones, but Sometimes Words are Worse.”

The student with the winning design will work with Break the Chain artists at Church Artworks to develop the final t-shirt design. Students from the school will then have the opportunity to sell these t-shirts as a school fundraiser.

Break the Chain Apparel is in search of business sponsorships for Project Change Reaction. The business(es) that join the cause will also be involved in selecting the winning design, and will be involved in all aspects of the publicity this project will bring.

Project Change Reaction is a replicable model that may be used by other school districts with Break the Chain Apparel. [Regis High School](#) in Stayton will begin Project Change Reaction this month. For information on sponsoring Project Change Reaction or on implementing this project in your school, visit www.breakthechainapparel.com or call Tammi Burns at 503.859.5555.

About Break the Chain Apparel

Break the Chain Apparel was founded in 2006 by domestic violence survivor Tammi Burns. Tammi formed a team of people who aspired to make positive changes in the lives of others by creating “clothing with a voice.” clothing with messages that would inspire social change. Tammi’s vision is twofold: to use apparel as a tool to help fund social programs, and to inspire change by making messages against violence and addiction in-style. “These messages speak so you don’t have to,” says Tammi. “It allows the person wearing the clothing to speak out while remaining non-invasive.” Break the Chain Apparel donates to a different nonprofit each month. For more information, visit www.breakthechainapparel.com or call CEO Tammi Burns at 503.859.5555.

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