



## NEWS RELEASE

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### **New Clothing Designer Inspires Social Change**

*Break the Chain Apparel uses t-shirts to combat abuse, violence and addiction*

**Stayton, Ore. 10 March 2009** – A new, innovative clothing producer has hit the market with a concept that is gaining national attention and sparking conversations in communities across the U.S. [Break the Chain Apparel](#) is designing and producing “clothing with a voice,” t-shirts that speak out against violence, abuse and addiction --- relaying messages of strength and hope. “Why not make a difference by simply getting dressed?” says CEO and domestic violence survivor Tammi Burns.

Tammi describes her business as “ordinary people making positive changes in the lives of others by creating clothing with a voice that inspires social changes.” Break the Chain uses apparel as a tool to help fund social programs; a portion of the proceeds of all sales go directly to organizations that combat the social issues they address.

With messages such as “Make a stand against an angry hand” and “Meth equals death,” Tammi goes about selling t-shirts that she expects will create social change one shirt at a time. Students across the country are involved in several of the t-shirt designs, as she’s launched a nation-wide project called “Project Change Reaction” in which students design artwork around a social issue. The winning design is selected and developed into an edgy, eye-catching image and message produced on t-shirts that sell as the company’s latest apparel design. Students have used this project to address verbal abuse, underage drinking issues, self-esteem and gang awareness. Many of these design concepts are underway right now and will be produced this spring.

“Our clothing designs are edgy and cool,” explains Burns. “We want to reach out to people in an untraditional way, giving hope to those who may need it most. We’ve found that people not only wear these shirts because of the “cool factor,” but also because they are proud to be the billboard that conveys a message of hope.”

#### **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](http://www.breakthechainapparel.com) or call CEO Tammi Burns at 503.859.5555.

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