



NEWS RELEASE

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Children Stopping the Cycle of Abuse

*Break the Chain® Apparel's
Project Change Reaction gives youth a voice*

Stayton, Ore. 17 March 2009 – Students in communities across the U.S. are making a stand. They are using [Break the Chain® Apparel](#)'s Project Change Reaction (PCR) to create "clothing with a voice," t-shirts that speak out against social issues such as violence, abuse and addiction --- relaying messages of strength and hope. Youth are using their creativity in an attempt to stop the cycle of abuse and violence that haunts homes and communities around the world.

In PCR, students come up with slogans such as "*Make a stand against an angry hand*" and "*Sticks and stones may break my bones, but sometimes words are worse.*" With a slogan in mind, students will begin developing art work based on their social issue. The winning design is chosen and Break the Chain's professional graphic designer will work with the student to develop an edgy, eye-catching image screen-printed on t-shirts that will 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.

In addition, students will write letters to their elected officials encouraging support of PCR and/or the social issue they choose to address. Break the Chain® Apparel welcomes additional schools and organizations that would like to start a Project Change Reaction in their neighborhood.

Break the Chain® Apparel's CEO Tammi Burns 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.

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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