



## NEWS RELEASE

Contact: Nicole Miller

Phone: 503.949.7621

E-mail: [nicole@breakthechainapparel.com](mailto:nicole@breakthechainapparel.com)

### Food Share, Clothing Line Address Hunger Issues

*End Hunger Now t-shirt used to bring  
Awareness to hunger problems*

Salem, Ore. 22 Oct. 2009 – [Break the Chain® Apparel](#) and the [Marion-Polk Food Share](#) have joined together to bring awareness to the hunger issues in Oregon's Marion and Polk counties. They have designed and produced a t-shirt that will serve as a fundraiser for the Food Share. The shirt's slogan, "*Because No One Should Go Hungry... End Hunger Now*" is a powerful message that the organizations expect will bring positive attention to the hunger plight.

"In light of the recession, the Food Share and its network more than 80 member charities are being called on to provide food boxes for an all-time record average of 6,500 families a month. That is an 11 percent increase from the previous year or, put another way, it is 631 more families who are hungry in an average month than a year ago at this time," says Ron Hays, president of the Food Share.

The Marion-Polk Food Share approached Break the Chain Apparel in the spring of 2009 with the idea of creating a shirt to address local hunger issues. Break the Chain Apparel designs and produces "clothing with a voice," t-shirts that speak out against social issues, relaying messages of strength and hope. "We loved this idea," says CEO and domestic violence survivor Tammi Burns. "This is a simple concept that allows us to make a difference in the lives of families in our region."

Five percent of the proceeds of the *End Hunger Now* t-shirt will go back to the Food Share program to help get food to families in need in the Marion and Polk County region. The t-shirt is designed with both the Break the Chain Apparel logo and the Marion-Polk Food Share logo on the back. "It is created in such a way that if other food banks want to use this fundraising concept, we can easily swap one food share logo out for another. We've got the design now; why not use it as a tool to help address hunger issues across the country?" says Tammi.

#### **About Break the Chain® Apparel**

Break the Chain Apparel was founded in 2006 by domestic violence survivor Tammi Burns. Tammi is a social entrepreneur whose team aspires to make positive changes in the lives of others by creating "clothing with a voice." The company's wares display messages that address social ills and 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." For more information, visit [www.breakthechainapparel.com](http://www.breakthechainapparel.com) or call Tammi at 503.859.5555.

**About the Marion-Polk Food Share**

Marion-Polk Food Share is a non-profit charity that collects, sorts, stores and distributes over 5 million pounds of food annually to more than 80 local member charities such as food pantries, homeless shelters, soup kitchens, low-income day cares, shelters for victims of abuse, and foster homes. For more information, call 503.581.3855 or visit [www.marionpolkfoodshare.org](http://www.marionpolkfoodshare.org)

# # #