



NEWS RELEASE

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Break the Chain now Available in Downtown Salem

*Where the Sidewalk Begins
home to Break the Chain merchandise*

Salem, Ore. 18 Nov. 2009 – [Break the Chain® Apparel](http://www.breakthechainapparel.com) has announced that the [Salem-Keizer Education Foundation's](http://www.salem-keizer.org) storefront “Where the Sidewalk Begins” will now carry Break the Chain merchandise at 233 Commercial St. NE in downtown Salem. Break the Chain Apparel will be available at this location starting on America’s biggest shopping day of the year: Black Friday, November 27th. The store will be open from 8 a.m. to 5:30 p.m. that day.

“This is the only location in Salem where Break the Chain is available,” says Tammi Burns of Break the Chain Apparel. “It’s a perfect fit for us: a trendy retail spot that also gives back to local schools.”

“What’s fabulous about this partnership is that we are two local organizations making positive changes in the lives of others,” says Tyke Hagedorn of Where the Sidewalk Begins. “We encourage everyone to make time to stop by and help invest in Salem-Keizer’s awesome kids.”

Break the Chain will be at the storefront on November 27th to help introduce the clothing line to the community. Visit Where the Sidewalk Begins to see the merchandise in-person. For more information, contact the store at 503.364.2933.

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.” For more information, visit www.breakthechainapparel.com or call 503.859.5555.

About Salem-Keizer Education Foundation

The Salem-Keizer Education Foundation was founded in 1982 and is the oldest community-based non-profit organization in Oregon dedicated to enriching the quality of education in its public schools. The Foundation is a catalyst for the enhancement of education for Salem-Keizer public school students. The Foundation opened their retail front “Where the Sidewalk Begins” on March 4, 2009. Proceeds from the smoothie/snack bar and the gift shop go back into the Foundation, which in turn go back into the 68 public schools for use in helping support the academic culture of teaching and learning. To learn more go to www.skeducationfoundation.org or call 503.364.2933.

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