



NEWS RELEASE

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Social Issues Clothing Line Expands

*Break the Chain® Apparel
adds to merchandise selection*

Stayton, Ore. 12 Aug 2009 – Innovative clothing producer [Break the Chain® Apparel](http://www.breakthechainapparel.com) has expanded their product selection to include women's cut t-shirts, in addition to their large selection of traditional unisex and youth shirts. Break the Chain designs and produces "clothing with a voice," shirts that speak out against violence, abuse and addiction --- relaying messages of strength and hope.

"We started to hear feedback from our trade shows that women are interested in the shorter, more fitted women's cut shirts," says CEO Tammi Burns. "We responded by making four of our t-shirts in women's cut options, as well as some choices in the sweatshirt line." The new women's cut shirts are 100% cotton jersey knit with a feminine cut shoulder, sleeve and body length. "Our female customers can now sport the bold messages of Break the Chain, while sporting a feminine cut."

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." With messages such as "*Make a stand against an angry hand*" and "*Meth equals death*," Break the Chain makes clothing that will create social change, one shirt at a time.

"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."

Break the Chain's product selection can be viewed at www.breakthechainapparel.com/tshirts.php.

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 CEO Tammi Burns at 503.859.5555.

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