



NEWS RELEASE

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Call for Entries: Looking for Oregon Youth to Design Shirt Promoting Sexual Violence Prevention

SALEM, ORE. 1 JULY 2009 – [Break the Chain® Apparel](#) of Lyons, Oregon and the Oregon Attorney General's [Sexual Assault Task Force](#) (SATF) are jointly sponsoring a project called "Roots of Change" in which they seek design concepts and slogan ideas related to sexual consent. Oregon residents between the ages of 14 and 21 are eligible to participate. The purpose of this project is to get people talking about the importance of consent and to encourage healthy relationships.

"Our goal is to curb sexual violence," says SATF prevention specialist Ethan Young. "By getting a message out that emphasizes the importance of consent, we hope to provoke discussion about the issue. Break the Chain Apparel's model of using t-shirts as a billboard for social issues is the perfect means in which we can promote our message of sexual consent."

Break the Chain® Apparel creates "clothing with a voice," t-shirts that speak out against social issues such as violence, abuse and addiction --- relaying messages of strength and hope. In Roots of Change, contestants are using their creativity to spread a visual message promoting sexual violence prevention.

Roots of Change is a two-part contest in which young Oregonians may submit one or both of the following:

- A slogan promoting consent and healthy relationships
- A design concept promoting consent and healthy relationships

Sample slogans and images of Break the Chain® shirts can be seen at www.breakthechainapparel.com.

Entries may be submitted by mail, fax or e-mail no later than Mon., Sept. 14 to:

Mail: Attorney General's Sexual Assault Task Force

859 Liberty St NE

Salem, OR 97301

Fax: 503.990.6547

E-mail: ethanyoung@oregonsatf.org

Once the final design concept is selected, Break the Chain's professional graphic designer will use the winner's concept to develop an edgy, eye-catching image that will be screen-printed on t-shirts to be sold

around the country. The winning design is selected based on concept, not artistic talent. The winner will receive a free hooded sweatshirt with the final slogan and design.

The shirt will be unveiled at the Roots of Change: Men, Sex and Justice [conference](#) October 28-30 at Portland State University. This conference will address a broad range of issues pertaining to men and masculinity and the prevention of sexual violence.

About the Oregon Attorney General's Sexual Assault Task Force (SATF)

The SATF was formed in 1999 by Attorney General Hardy Myers at the request of a group of advocates and multidisciplinary responders in order to organize statewide efforts to address adolescent and adult sexual assault in Oregon. The SATF incorporated into a 501(c)(3) non-profit, non-government organization in 2003. The group's mission is to facilitate and support a collaborative, victim-centered approach to the prevention of and response to adolescent and adult sexual violence. For more information, visit www.oregonsatf.org or call Christine Herrman at 503.990.6541.

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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