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T-SHIRTS GIVE HOPE, AWARENESS, AND HELP FUNDRAISE

College Student Raises Money for Breast Cancer and Other Goodwill Initiatives

Finally, a use exists where trickle-down economics works! Saint Joseph's College (Rensselaer, IN) student and PW Apparel owner, Phillip Westrick is using his t-shirt company to raise money for Breast Cancer Research. Through the company's good-will division, Chariteez, The drive will sell t-shirts and other apparel to raise funds for both the Susan G. Komen Foundation as well as other goodwill causes. This fundraising event, will take place online throughout the entire month of October as well as the first half of November 2008.

This initiative is unlike others that occur during the month of October in that all of its profits will be used to promote goodwill and charity. The fruits of this event will also be recurring throughout the rest of 2008 and most of 2009. When asked why he was doing this event, Westrick stated,

"Simple, to help give back. I realize that neither my company nor I have the direct resources to fund exactly what we would like to accomplish charity-wise throughout the year. What we do have though is an engine to raise those funds. Running this fundraiser will hopefully gain the resources necessary for us to make a difference in our community."

Using this approach, PW Apparel hopes to pull together funds to support their charitable subsidiary, Chariteez for the 2009 year. Currently the company provides t-shirts and other printed apparel at-cost to approved charity fundraisers. Two examples of events sponsored this year are a poker run that occurred during September that went to support a little girl's struggle with certain medical conditions, as well as a slow-pitch tournament held in June that helped to create a scholarship fund in honor of a lost friend and student. PW Apparel would like to offer services to these groups free, making the fundraising by that group through the sales of the t-shirt even more beneficial. Westrick stated that it simply is "finally a use where trickle-down economics really works and exists."

This year's fundraiser offers many of the possible feelings and thoughts of breast cancer, with a trendy design. The design will be available on both short and long sleeved t-shirts, as well as crewneck and hooded sweatshirts. The shirts, available at <http://chariteez.pw-apparel.com> will start at \$15, after costs are covered, the profit will be split evenly between the Susan Komen foundation and Chariteez. Reaching their goal of 500 shirts sold, at least \$2,500 would be raised for both foundations.

Any group that could benefit from Chariteez' t-shirt fundraising can get more information from their webpage at <http://chariteez.pw-apparel.com> or by calling (219) 964-9264.

PW Apparel is a screen printing company located in Northwest Indiana. Through its charitable subsidiary, Chariteez, it provides t-shirts to goodwill groups to help raise money to support their organizations. Founded in 2004, PW Apparel is completely owned and operated by college student, Phillip Westrick. The Chariteez portion of PW Apparel is supported by for-profit orders. If you are in need of screen printing or embroidery service, please contact PW Apparel today by calling (219) 964-9264.

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If you would like more information about this topic, or to schedule an interview with Phillip Westrick, please call Phillip at 219.964.9264 or e-mail Westrick at phillip@pw-apparel.com. A full media kit and other Press Releases are available at <http://chariteez.pw-apparel.com/mediakit.html>. If this article will be printed or published, please contact Phillip quickly to tell him the publication and date of publication for company news archives.