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**FOR IMMEDIATE RELEASE**

**CRAZY SHIRTS NEWEST SPECIALTY DYE IS BLUE-TIFUL**

**HONOLULU (FINAL)** – Live a blue-tiful life in Crazy Shirts’ newest addition to its specialty dyed line. The Hawaii-based apparel company has introduced Blueberry Dye using real berries. Customers can take their pick of Crazy Shirts’ wide array of stunning and fun graphics at all retail locations and online at CrazyShirts.com

“We may not get to pick the actual blueberries in Hawaii, but our fans can get their pick of the crop with our latest specialty dye,” said Scott Maroney, President of Crazy Shirts. “Mother Nature is certainly the best inspiration for our specialty dyes and our Blueberry mixes the brightness of royal blue with the depth of dark purple, making it a sweet background for our Crazy Shirts designs.”

The fruity blueberry dyed line is available in men’s long sleeves, tees, and bottoms, and women’s tees, as well as kids’ tee shirts, and retails from \$25 to \$59. Blueberry is the latest addition to Crazy Shirts popular line of specialty dyes. Other dyes include: volcanic ash, Kona coffee, Blue Curacao, beer, hemp, chile, chocolate, Key limes, wine, lavender, pineapple, and coconut.

**About Crazy Shirts**

Founded in 1964, Crazy Shirts is among the first companies in Hawaii to design, manufacture and sell the “T-shirt” as we know it today. Housing the largest printing facility in Hawaii, on the Island of Oahu, and employing over 300 employees, the company operates retail stores on all major Hawaiian Islands, as well as stores in California, Colorado, Nevada, and Florida. For more information about Crazy Shirts, call 800-771-2720 or visit [www.CrazyShirts.com](http://www.CrazyShirts.com).

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**Editor’s Note:** Additional high-resolution images are available for download.