



FOR IMMEDIATE RELEASE

CRAZY SHIRTS STANDING STRONG WITH MAUI
****Hawaii Apparel Company Supporting American Red Cross Relief Efforts****

HONOLULU (August 10, 2023) –Crazy Shirts is standing strong with Maui with a \$10,000 donation to the American Red Cross of Hawaii and over 4,000 pieces of fresh clothing to help those who have been displaced and lost so much. Additionally, the company has created a limited-edition “Maui Forever Strong” design in support of Maui disaster relief efforts and will donate 20% of net sales of this special shirt to the American Red Cross. Additional funds will be focused on providing direct assistance to its employees who were affected by the fires and are now facing unimaginable losses to ensure they have the support needed to rebuild their lives.

“Crazy Shirts has proudly been part of the Maui community for over 50 years and we wanted to show our love for the island, as well as support relief efforts from devastating wildfires as early as possible,” said Scott Maroney, President of Crazy Shirts. “We are grateful that our Maui ‘ohana is safe, yet we are deeply aware that substantial help is needed for those facing profound losses.”

The Crazy Shirts stores on Front Street and the Lahaina Wharf were lost during the wildfires, while the damage to its Lahaina Cannery Mall location is still unknown. Its other locations at Whalers Village and The Shops at Wailea sustained no damage.



The Maui Ikaika Mau Loa (Maui Forever Strong) design is available in unisex crewneck sizes S to 3XL and retails for \$37. The shirts are now available online at www.CrazyShirts.com and in all retail locations on Oahu, Kauai, and Hawaii Island.

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.

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Editor’s Note: High-res images of the Maui Forever Strong design are available for [download](#).

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