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MEDIA CONTACT:

Jocelyn Collado

Becker Communications, Inc.

(808) 533-4165

CRAZY SHIRTS FANS WILL GO NUTS OVER NEWEST SPECIALTY DYE

HONOLULU (April 16, 2018) – Crazy Shirts’ fans are sure to go nuts over the newest addition to its specialty dyed line. The Hawaii-based apparel company has introduced the rich and creamy Coconut Dye using real coconuts! Customers take a crack at the fresh designs at Crazy Shirts Hawaii retail locations and online at CrazyShirts.com.

“Palm trees and coconuts are often associated with island vibes, so it was obviously meant to be our latest specialty dye,” said Scott Maroney, President of Crazy Shirts. “We’ve all heard how coconut products are good for you, now they’ll also look good on you. The mellow earthy, off-white color is the perfect backdrop for our tropical inspired designs.”

The coconut specialty dyed line includes available in men’s, women’s and kids shirts, as well as men’s and women’s twill shorts, and retail from \$25 to \$48. Coconut 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, money, lavender, hibiscus, and pineapple.

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: Additional high-resolution images of designs are available. Please contact Jocelyn Collado of Becker Communications, Inc. at (808) 533-4165 or jocelyn@beckercommunications.com if you are interested in receiving.