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FOR IMMEDIATE RELEASE

CRAZY SHIRTS KOKUA FOR BIG ISLAND DISASTER RELIEF EFFORTS

HONOLULU (DRAFT) – Crazy Shirts continues to share its aloha with those affected by the islands’ natural disasters. Today, the Hawaii-based company announced it will donate \$5,000 to the American Red Cross of Hawaii to support relief efforts on Hawaii Island. Additionally, Crazy Shirts has created an exclusive “Kokua Big Island” design, which is now available in its Hawaii retail locations and online. Crazy Shirts will contribute proceeds in the form of cash and in-kind donations totaling up to \$30,000.

“With thousands of people affected by the volcanic activity and many losing everything they own, we know the community needs support during this difficult time,” said Scott Maroney, President of Crazy Shirts. “We’ve called Hawaii home for more than 50 years and we’ve seen how powerful Madame Pele can be; but we’ve also seen communities rally together with the aloha spirit to help each other in times of need and we’re so proud to be a part of that.”

The back of the t-shirt features the Hawaiian Island chain and “Kokua Big Island” with the outline of Hawaii island serving as the ‘o.’ The front of the shirt includes an image of lava flowing from Kilauea crater.

The adult short-sleeve t-shirt retails for \$31 and are now available at Hawaii retail locations and online at www.CrazyShirts.com.

[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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