

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Jocelyn Collado Becker Communications, Inc. (808) 533-4165

## CRAZY SHIRTS RAISING AWARENESS AND FUNDS FOR LOCAL CHARITIES IN OCTOBER Proceeds from exclusive designs to benefit Hawaiian Humane Society and Susan G. Komen Hawaii

HONOLULU (Oct. 12, 2018) – Crazy Shirts is wearing its heart on its sleeves in October with exclusive designs benefitting two local charities – the Hawaiian Humane Society and Susan G. Komen Hawaii.

In celebration of October as National Adopt-a-Dog Month, the Hawaii-based apparel company has created a design for fans of man's best friend with a portion of the proceeds going to the Hawaiian Humane Society. The 2018 Adopt-a-Dog design features aloha shirt-clad canines nestled among tropical flowers and ferns.

Joining the fight against breast cancer, Crazy Shirts features the distinctive Susan G. Komen pink ribbon logo on a rose-dyed specialty dyed women's scoop neck t-shirt. The popular Sharka stuffed animal has also gone pink for October.

"As a Hawaii-based company, it's important for Crazy Shirts to support the great work being done in our community by our local charities," said Scott Maroney, president of Crazy Shirts. "We're appreciative of the partnerships with the Hawaiian Humane Society and Susan G. Komen Hawaii. Beyond our financial contributions, many of our Crazy Shirts employees will be joining the annual Pet Walk and Race for the Cure this weekend." The designs are available in various men's, women's, and children's styles and can be purchased at select Crazy Shirts retail stores, as well as online at CrazyShirts.com, and retail for \$21 - \$58. A portion of the proceeds of the exclusive designs will be donated to the Hawaiian Humane Society and the Susan G. Komen Hawaii Foundation.

## 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 <u>www.crazyshirts.com</u>.

###