

Embargo: To only be released 16 July 2007

T-SHIRT DESIGN COMPETITION WITH A MISSION

Wellington, New Zealand – 16 July 2007 – The Hinitiative and Wellington City Mission have launched a street wear t-shirt design competition that is open to all wider Wellington region college students.

The competition's theme is "Food for Thought", which is open to a student's interpretation. Designs may relate directly to food, to the Wellington City Mission's food bank, to the feelings one has when well fed, or even to what Wellington City Mission strives to achieve in the community.

Entries will be judged by a panel that includes Wellington fashion designer, Robyn Mathieson, clothing stores Fusion Surf & Skate and Rex Royale, and The Church design company.

The first place winner takes home \$300 in store vouchers. Second, third and runner up places take home proportionately varied store vouchers. In addition, all four finalists will

- Have their winning designs produced into t-shirts by The Hinitiative and sold by selected stores in Wellington to help benefit Wellington City Mission
- Receive a t-shirt of their winning design.
- Be included in the t-shirt promotions and PR.
- Each receive a ticket (valued at \$45) to the Wellington "Walk On Earth" fashion show (to be held in September 2007) and watch their winning designs modeled during the fashion show.

Competition posters will be distributed to all Wellington region colleges in the week beginning 16 July (unless a college's Term 3 begins later). Head of Departments of Art or Design will be emailed the design brief and entry form so students are able to request these from them. The design brief and entry form can also be downloaded from <http://www.thehinitiative.co.nz>. T-shirt design entries have to be received by 5pm, Saturday 11 August 2007.

"This is a wonderful initiative by Li Ling Ng" says Wellington City Missioner, Father Des Britten. "Our students at Mission for Youth are looking forward to being part of this competition. I hope all schools get involved and, by doing so, help your City Mission make a positive difference to people's lives throughout greater Wellington."

The Hinitiative director, Li Ling Ng, says this is a fantastic opportunity for college students to get their design or art work out there and recognised, while doing good by helping out Wellington City Mission.

"I wish that there was something like this around when I was at college. Being able to use one's creativity, having fun with it and still be doing good in the community. Not to mention the chance to be publicly recognised if you win!"

The Hinitiative and Wellington City Mission "Food for Thought" t-shirt design competition is supported by The Church, Robyn Mathieson, Walk on Earth, Fusion Surf & Skate, Rex Royale and Astra Print.

ENDS

For more information, please contact:

Li Ling Ng, The Hinitiative
021 313 880 (m)
liling@thehinitiative.co.nz

James Austin, Wellington City Mission
04 477 5984 (w) 027 286 1544 (m)
james@wgtncitymission.org.nz