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T-SHIRT DESIGN AGAINST POVERTY

New Zealand – 23 August 2007 – World Vision has launched a new nationwide art competition, Art 4 Aid, with Wellington label The Hinitiative being involved in supporting the T-shirt design category.

Art 4 Aid is part of World Vision's youth programme, Rampant, but competition entry is open to anyone in New Zealand interested in fighting poverty by donating their time and artistic talents.

Art 4 Aid competition entries are divided into two sections; the open media category and the T-shirt design category. Winners in the T-shirt design category will have their designs brought to life by The Hinitiative. The T-shirts will be sold nationwide and a portion of the sales from each T-shirt will go to World Vision's *Children in Crisis* programme. The top designer will also receive a cash gift of \$250.

Participants are provided with the following themes as inspiration for their designs:

Me: Against global poverty

Away: Helping children escape exploitation

Freedom: Giving children orphaned by AIDS the freedom to have a childhood

War: Peace not pieces

Participants may enter only one T-shirt design throughout the competition. Entries need to be submitted via the Rampant website by midnight Monday 1 October 2007.

More information about Art 4 Aid, the themes, and the T-shirt design brief can be found at rampant.co.nz

More information about The Hinitiative can be found at thehinitiative.co.nz

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