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STREETWEAR T-SHIRTS SUPPORTING MENTAL HEALTH FOUNDATION

Wellington-based label The Hinitiative is launching a street wear t-shirt range designed in support of the Mental Health Foundation of New Zealand.

The t-shirt range consists of four great designs in a variety of colours and is now available for preview and pre-orders at The Hinitiative website www.thehinitiative.co.nz. T-shirts retail at \$59.95 and the public are encouraged to reserve a t-shirt for themselves now, with \$15 from each website sale going to the Mental Health Foundation.

The range will be officially released in New Zealand Mental Health Awareness Week held between 8 - 14 October 2007, where they will be available from Paris Texas stores nationwide and via The Hinitiative website, with a portion of sales going to the Mental Health Foundation.

Mental Health Foundation Fundraising Manager Ruth Button says: "We are thrilled to have the opportunity to get our message that mental health is everybody's business out to a wider audience through these funky designs and to raise money for our cause at the same time".

The Hinitiative director, Li Ling Ng, says she is excited to be working with the Mental Health Foundation in helping to promote positive messages about mental health to a wider audience in New Zealand.

"It is a fantastic opportunity for the public to buy a great looking t-shirt while at the same time, raising money for the Mental Health Foundation and awareness about mental health." says Mrs Ng.

Messages of talking things out and normal being over-rated are integrated into the t-shirt designs, which feature handstands, talking with paper cups, speech bubbles and a globe of figures. Designs were provided by The Hinitiative, Olivier Perkins of Spore Design, and an anonymous New Zealand designer.

The t-shirts are high quality 100% cotton and sweatshop-free. They are available in men's sizes and women's fitted sizes. The Hinitiative and Mental Health Foundation are also looking at providing a kid's range in one or two designs later on this year.

ENDS

Further information:

The Hinitiative is a street wear fashion label playing Robin Hood. We all know that we love spending on ourselves – but we still want to help out somehow! So, why not kill two birds with one stone: LOOK GREAT, DO GOOD. Get a t-shirt, look great in it, and we will make sure that a portion of what we get goes to charity and good causes. Simple as that.

The Mental Health Foundation is a charitable trust that aims to make mental health everybody's business. We want to see workplaces, communities, government structures, and policies that promote wellbeing and that value diversity and recognise and build on people's strengths. We want people to be confident in the knowledge they have about how to safeguard and enhance their wellbeing.

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Additional Jpeg images of the T-shirt s can also be obtained from Li Ling.