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LOOK GREAT, DO GOOD WITH MENTAL HEALTH FOUNDATION T-SHIRTS

New Zealand label The H Initiative has launched a street wear t-shirt range together with the Mental Health Foundation of New Zealand to coincide with Mental Health Awareness Week, 8 - 14 October 2007.

The t-shirt range consists of four great designs on high quality cotton, sweatshop-free t-shirts. Each t-shirt retails at \$59.95 and comes in men's and women's fitted sizes. The range will be available from Paris Texas stores and online at www.thehinitiative.co.nz from 8 October. A proportion of the retail price is given to the Mental Health Foundation.

Mental Health Foundation Chief Executive, Judi Clements, says: "We are delighted to have the opportunity to work with the H Initiative on this range of contemporary charity t-shirts. Every year one in five people will experience mental illness, so it is our hope that the t-shirts will get people talking about mental health and help us to reach people who we might not otherwise reach."

The woman behind The H Initiative, Li Ling Ng, says the t-shirts are designed to help raise awareness about mental health. Positive messages of talking things out and normal being over-rated are integrated into the t-shirt designs, which feature handstands, gingerbread men talking with paper cups, speech bubbles and a globe of figures. Designs were provided by The H Initiative, Olivier Perkins of Spore Design, and an anonymous New Zealand designer.

"It's simple: you can look great in a t-shirt and, at the same time, do good by helping to make mental health everybody's business", says Mrs Ng.

ENDS

Background:

The H Initiative is a street wear fashion label playing Robin Hood, from a base in Wellington, New Zealand. 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 of New Zealand 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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A variety of high resolution images can be obtained from The H Initiative press photo repository at <http://jyanet.com/press/photo-hinitiative.htm>