



Great looking t-shirts that can help transform a child's life

New Zealand label thehinitiative has launched a street wear T-shirt range together with World Vision New Zealand, in support of the *Children in Crisis* program.

Li Ling Ng, director of thehinitiative (pronounced "The H Initiative"), says the T-shirts are to help raise awareness about global child poverty and for fashion consumers to buy great T-shirts while contributing towards a life-changing cause for children.

"You can Look Great in a T-shirt and, at the same time, Do Good by making a real difference in a child's life", says Li Ling. "For example, buying one of these T shirts could contribute towards a 2,000 litre water tank that provides water storage and access to safe drinking water for school children in Africa".

The T-shirt range consists of the designs in men's and women's styles, with organic and fair trade cotton t-shirts offered as part of the range. Designs are based off the top three entries of the 2007 World Vision Art 4 Aid t-shirt design competition.

Art 4 Aid is a World Vision initiative raising awareness of global child poverty through art. Entrants were given themes to work from, designed to bring to mind images of poverty, war and peace, and children living in crisis situations in developing countries, such as those orphaned by HIV and AIDS.

The top design, *Freedom Dove*, was designed by Laura Cibilich, a 26-year-old graphic designer based in Auckland. Laura's entry was chosen as the winning T-shirt design for its simplicity of design and message: "This design symbolises peace using a well-known symbol: the dove. It flies upward towards its freedom, leaving the pieces of war behind it. White ink printed on a black T-shirt symbolises the dove breaking out of the darkness of war." The runners up designs were Jamie Wong's *My Heart* and Olivier Perkins' *Peace Inside*.

All three designs are available for purchase online via the website thehinitiative.co.nz, with nationwide and worldwide delivery. 25% of all online sales are given to World Vision.

T-shirts are also being stocked at fashion retail shops Rex Royale (Wellington) and Starfish (Wellington). Starfish was the Emerging Sustainable Business Leaders (SME) category winner of the 2007 NZI National Sustainable Business Awards.

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(High res celeb images available from Li Ling on request)

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