

# The World Needs A Lot To Say

Press Release

Source: A Lot To Say

On Tuesday, June 2, 2009, 9:00am EDT

## (Bold Eco-Shirt Company Means What It Says)



SAN FRANCISCO, June 2 /PRNewswire/ -- Virgin. Turn On. Fuel. Unplug. These are some of the bold environmental statements headlining the T-shirts from A Lot To Say, a new lifestyle brand that celebrates and encourages a strong, collective voice not only to be heard in the written word, but across your chest. "Virgin" here might sound like a statement for sexual purity but instead it's followed up with the fact: Virgin plastic is what most shampoo and conditioner bottles are made from and they add to over 35% of waste in landfills. Not sexy.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090602/SF24925>)

With bi-coastal sisters, Alison Stanich Power in New York and Jennifer Stanich-Banmiller in San Francisco as co-CEOs of A Lot To Say, inspiration is never at a loss. "We wanted to do something that would not only inspire us, but would engage others to get involved and stay involved," commented Jennifer from her headquarters in Danville, CA. "We also felt strongly about trying something new, as I'm in communications and

marketing and Alison has been the Executive Creative Director for major global advertising agencies for years. We decided to share what we know, hopefully inspiring people to make a difference." The result is A Lot To Say, makers of organic messaging T-shirts, the new media on seriously light-hearted global and environmental communication as well as messaging that speaks to inspiration, politics and civil liberties.

In addition to the statement making attention grabbing headlines by A Lot To Say, the company has sought out manufacturing techniques that are true to their message. The t-shirts fabrics, while soft to the touch, are created from recycled bottles and made in the USA. Power and Banmiller sought out a non-water and non-toxic printing process that is hypoallergenic while being good to the universe. Coloring and printing garments can usually consume up to 250 times its own weight in water. The pollution it causes is re-distributed to the environment and is hazardous and unnecessary. A Lot To Say is utilizing AirDye® that uses no water at the point of coloration, requires up to 70% less energy and produces no hazardous by-products. These shirts are the ultimate in sustainability.

A Lot To Say shirts for men and women start from \$36 and come in styles such as crew tees, tanks and hoodies. A Lot To Say shirts will be available at select retailers soon, but are available online now at [www.alottosay.com](http://www.alottosay.com).

Power states, "Saving our resources can't just be a movement, it needs to be a way of life. We've heard so many people say they want to be green aware, but that it can be very expensive. A Lot To Say takes this into account and delivers messages with value."

Other ways A Lot To Say is making a positive contribution to the global cause is through their Give Back Program, which donates a portion of their proceeds to charitable organizations.

Generous proceeds will be given back to the following causes: Stand Up To Cancer, Animal Rescue Foundation, Children's Hospice and Palliative Care Coalition, and the International Green Energy Council.

A Lot To Say founders, Alison Stanich Power and Jennifer Stanich Banmiller have created and worked on campaigns for internationally known corporations and law firms in their respective "day jobs" for decades. Arming themselves with the knowledge and their passion for the global community in which they live and thrive, they decided to embark on A Lot To Say. As graduates from UC Berkeley with degrees in English Literature, their understanding in the power of the written word guides the mission of A Lot To Say. As sisters, they understand the impact they have to make this world a better place.

The manifesto by which they create: If you believe something, say it. If you want something, say it. Because saying it creates new awareness. Awareness sparks new behavior. And new behavior inspires us all to be better. If we speak out, others will act out. To vote. Recycle. Save. To think a little more. To try a little harder. To live more honestly. Thoughtfully. Joyfully. You have a lot to say. So never be afraid to say it. Or wear it. Everyday.

For more information about A Lot To Say, visit [www.alottosay.com](http://www.alottosay.com).