

Creator of eco-friendly clothing line inspires people to embrace life, be positive

By Lauren Moore
Associate Editor

PISCATAWAY — When Jason Rivera tells people he started an eco-friendly clothing line to inspire others to be positive and grateful, they tend to assume he underwent a life-changing event or near-death experience. However, the Piscataway native affirms that is not the case.

"This is just the kind of person I've always been," Rivera explained. "You don't have to go through something like that to be a positive person."

After graduating from Lehigh University during the thick of the recession in 2009, Rivera spent a year unsure of what he wanted to do and struggling to find full-time work. While searching for a job, he was brainstorming his own business ideas, and the concept of Live Life Every Day came to him in early 2010.

"It just fit, so I ran with it," he said, explaining that the slogan exemplifies how he chooses to live his life.

"I try to take advantage of every opportunity. I've always been the kind of person with my friends, where if someone wants to do something, I don't say 'maybe next time, how about tomorrow,'" he said.

Rivera attributes his upbeat, optimistic nature, in part, to the Catholic ed-



Jason Rivera dons a t-shirt and hat from his inspirational, eco-friendly clothing line, Live Life Every Day.

— Lauren Moore photo

ucation he received at Immaculata High School, Somerville, and the now closed St. Frances Cabrini School, Piscataway.

"When I was a teenager, I really started to get closer to God. I think it helped me become a really positive person," he said. "At the end of the day, that's what God is all about, living a good life and being positive."

Since the clothing line was launched in December 2010, it has expanded to three

t-shirts designs, each bearing different inspirational messages and a baseball cap emblazoned with the Live Life Every Day slogan.

Rivera's overall goal is to continue growing, offering different types of clothing and other products, and eventually sponsoring events under the brand name Live Life Every Day.

He would encourage anyone with an idea or a dream to "just go for it."

"A lot of people come up with ideas, they say, 'oh, I'm going to do this,' but then they don't actually do it, and that's what separates the people who make it big from the people who don't," he said. "I believe anybody could do this. It's just a matter of following through with it."

To view the Live Life Every Day store, blog and upcoming events, visit www.livelifeeveryday.com.



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