

Climbing Trees Media Kit

www.ClimbingTreesKids.com

There were no dinosaur t-shirts for girls, so this mother and daughter team made some.



The Climbing Trees Story

Climbing Trees Clothing Ltd is part of a growing movement which aims to battle gender-stereotypes. The t-shirt company which provides little girls with a choice not previously offered to them launched on June 24th 2015.

When author, Cheryl Rickman and her daughter went to buy a top with a dinosaur on it, they couldn't find one in the girls' aisle, so they made one.

Frustrated with stereotypical clothing designed for little girls, and having struggled for years to find clothes in the girls' aisle that her dinosaur-loving football-fanatic daughter loved, Cheryl and Brooke decided to launch their own range featuring the dinosaurs, monsters and pirates that were once exclusive to boys' clothing.

For press enquiries, images, interviews or further information please contact info@cherylrickman.co.uk or call **07717 783904**.

In doing so, Climbing Trees aims to give girls a choice not previously offered to them whilst enabling them to escape the limited definitions that retailers box them into.

The Climbing Trees range of brightly-coloured custom-made t-shirts feature motifs that have, until now, been reserved for 'boys only'.

Featuring cute dinosaurs carrying flowers and splashing in puddles; female robots with bows in their hair and hearts on their monitors; a feisty girl pirate, a snazzy she-rex and a rainbow rocket, the cotton t-shirts are designed by independent up-and-coming British designers and screen-printed in the UK.

Speaking ahead of the launch Cheryl said, *"We don't want to rid the world of hearts and flowers or pink. We just want to flip the gender stereotypes on their head to provide girls with a choice not previously offered to them."*

"We all know that children have varying tastes. Some girls don't like princesses or pink at all. Some LOVE those things. Some love pink and sparkles but also love climbing trees, getting muddy and playing football; dressing up as a princess one day and a knight the next. We wanted to reclaim motifs that have been reserved for boys and give girls the chance to wear them too, without always having to buy them from the boys' department," adds Cheryl.

Cheryl says the range "isn't so much gender-neutral as gender-empowering."

"We purposely seek out motifs aimed at boys and give them a mash-up with motifs aimed at girls. We wanted to create a sufficiently bold and bright range that would give girls more choice than the polarized pink princesses and butterflies currently offered."

What's more, because the Climbing Trees team likes trees (and climbing them), a percentage of profit from each t-shirt sold goes to **The Woodland Trust** to plant more of them.

The range comes in sizes ranging from age 1 to 9 and are priced at £11.

For more information visit
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The Climbing Trees Range of T-Shirts

Dinosaur Rainbow Splash T-Shirt



Featuring a cute little green dinosaur with her broly and flowers who just loves splashing in rainbow puddles.

Screen-printed onto white 100% combed and ringspun cotton.

Price
£11.00

She-Rex T-Shirt



Half the population of dinosaurs were female. So Climbing Trees has created a roarsome She-Rex t-shirt.

A bright and bold tee for bright and bold girls.

Screen-printed onto white 100% combed and ringspun cotton.

Price
£11.00

Pirate Girl T-Shirt



Ahoy there! This pirate girl t-shirt is ship shape for little adventurers.

Screen-printed onto turquoise blue 100% combed and ringspun cotton.

Price
£11.00

Robot T-Shirt



She's a robot with a heart of gold and she's looking right at you. Perfect for summer days climbing trees.

Screen-printed onto turquoise blue 100% combed and ringspun cotton.

Also available in bright sunny yellow.

Price
£11.00



One-Eyed Monster T-Shirt



What's that looking cool on your tee, is it a monster? Is it monster?

This one-eyed monster is right at home on this brightest, boldest pinkest t-shirt.

Screen-printed onto fuchsia pink 100% combed and ringspun cotton.

Price
£11.00

Rocket T-Shirt



This rainbow rocket t-shirt is a firm favourite with budding space explorers!

Screen-printed onto white 100% combed and ringspun cotton.

Price
£11.00

Cheryl Rickman BIO

Cheryl Rickman is no stranger to business, having written extensively about the topic for over a decade.

As an author and a ghostwriter, Cheryl has written books for a BBC Dragon and recently worked with Annabel Karmel on her book, *Mumpreneur*. Her first book, *The Small Business Start-Up Workbook* was published in 2005 and features a Foreword written by the late great Dame Anita Roddick. Her latest book, *The Flourish Handbook*, aims to enable people to make the most of their lives and flourish.

However, despite having written many books about digital business and retail (see www.writer.uk.com), Cheryl had no direct experience in retail herself. She just knew that she had spotted a gap in the market for 't-shirts for tomboys' and that she would need a strong brand to stand any chance of success. She enlisted the help of some top design students from her local University of Art who brought her ideas to life and chose to keep the design, print and finishing process in the UK.

Cheryl is looking forward to sharing her Climbing Trees range with the world with her daughter by her side. But not only that; with Climbing Trees, Cheryl is on a mission *"to empower girls to be all they can be and feel good about themselves without gender-imposed limitations or restrictions."*

Visit www.CherylRickman.co.uk for more information on Cheryl's work and how writing about flourishing in business in life led her to want to enable flourishing in childhood too.

Media Coverage

The Climbing Trees brand caught the attention of the media even before launch with coverage in *The Huffington Post* and on Italian news site *IODonna.it*



www.huffingtonpost.com/2015/04/07/kids-clothing-lines-break-gender-stereotypes_n_6925592.html

<http://www.iodonna.it/attualita/famiglie/2015/05/14/per-mia-figlia-solo-vestiti-anti-stereotipi/>

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Contact



We'd love to hear from you if you have any questions about Climbing Trees. You can get in touch via:

Email info@cherylrickman.co.uk

Facebook www.facebook.com/climbingtreesclothing

Twitter @ClimbingTreesTs

Pinterest www.pinterest.com/climbingtreests

Telephone Cheryl on 07717 783904

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