



## NEWS RELEASE

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### **Gang Awareness Project, Straight from the Source**

*Break the Chain® Apparel works with young girls in jail to stop the violence*

**Albany, Ore. 8 Sept 2009** – Young girls behind bars in Albany, Ore. are creating a unified voice against gang violence. With some starting in gang activity as young as first grade, they can relate to the disturbing patterns of behavior that perpetuate through generations. With an opportunity with [Break the Chain® Apparel](#), the girls are speaking out against gang activity by creating a t-shirt design that will relay their heartfelt, convincing message: *“Every gangsta’s prayer ends in a funeral. We have to stop this way of life.”*

[Oak Creek Youth Correctional Facility](#) is an all-female youth correctional facility in Albany, Oregon. The young women housed at the facility have either been adjudicated to the custody of the Oregon Youth Authority (OYA) or were convicted as adults and committed to the Oregon Department of Corrections, but serve their time with OYA because their crimes occurred between the ages of 15 and 18. This statewide facility houses offenders who have committed crimes ranging from murder to manslaughter, to theft, to prostitution, to drug abuse, to assault and sex offenses. Break the Chain® Apparel’s [Project Change Reaction](#) (PCR) is a solid way for the girls in this facility to give back and help other youth avoid the path that they chose.

[Break the Chain® Apparel](#)’s Project Change Reaction (PCR) works with students to create “clothing with a voice,” t-shirts that speak out against social issues such as violence, abuse and addiction --- relaying messages of strength and hope.

In PCR, students come up with slogans such as *“Make a stand against an angry hand”* and *“Think before you drink.”* With a slogan in mind, students begin developing art work based on their social issue. The student with the winning design works with Break the Chain’s professional graphic designers to develop an edgy, eye-catching image screen-printed on t-shirts that spread their message of hope.

For more information on the Oak Creek project: 503.859.5555 or [tammi@breakthechainapparel.com](mailto:tammi@breakthechainapparel.com).

#### **About Break the Chain® Apparel**

Break the Chain® Apparel was founded in 2006 by domestic violence survivor Tammi Burns. Tammi formed a team of people who aspired to make positive changes in the lives of others by creating “clothing with a voice,” clothing with messages that would inspire social change. Tammi’s vision is twofold: to use apparel as a tool to help fund social programs, and to inspire change by making messages against violence and addiction in-style. “These messages speak so you don’t have to,” says Tammi. “It allows the person wearing the clothing to speak out while remaining non-invasive.” For more information, visit [www.breakthechainapparel.com](http://www.breakthechainapparel.com) or call CEO Tammi Burns at 503.859.5555.

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