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Saving the Economy, One T-shirt at a Time

MichiCAN® & Don't Mess with the Mitten® Helps Unemployed Michigan Auto Workers

Lisa Burnia and Terri O'Brien, two women who grew up in Southfield sat at their desks in a small marketing firm a few months ago, crying as they watched the auto bailout fiasco unfolding on the news. As the automotive leaders begged for help from congress in DC, they knew that the outcome would either save the jobs and livelihood of their friends, family, and neighbors or not. Elected representatives from across the country held their husbands, sisters, cousins, and neighbors lives in their hands. What would become of the state that these ladies called home ?

A few days later Mitch Albom said it all in the article he wrote for Sports Illustrated Magazine and the two friends decided to put their thoughts on paper. They wanted to express how they felt about the state they grew up in and knew that no matter what, Michiganders would survive this incredible one two punch! Lisa and Terri met with Scott Pryor from Pryor Design www.pryordesigns.com in Ann Arbor and told him about their ideas. Scott and his creative team decided to donate their creative design services to help with the vision of the thoughts and ideas that the ladies created. Don't Mess with the Mitten® and MichiCAN® were born! The concepts are now being produced on t-shirts and will be available online at www.yesmichigan.com and also at some local retailers in the Detroit area. The shirts will also be available at Plymouth's Art in the Park from July 10th through July 12th in Downtown Plymouth.

Terri O'Brien, a member of the Board of Directors for Schoolcraft College Foundation said, "We will be donating a percentage of the sales of the T-shirts back to help unemployed Michigan residents. The funds will be used to support local charities that help unemployed auto workers with food, shelter and college fees. There are good things going on in Michigan and we want to be part of the positive energy in our state!"

The friends feel it is important to not only important promote their great state of Michigan but also wanted to find a way to help their family and friends. MichiCAN® is a way for everyone to feel they can help make a difference. Lisa Burnia said, "Maybe MichiCAN® will mean I support Michigan

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1 2

[yesmichigan.com](http://www.yesmichigan.com) / CW50

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businesses, or I Can volunteer at the soup kitchen, or I Can go back to school. We wanted to be the first to say I Can help and we decided that our idea could help some of the laid off workers get a fresh start and stay right here in Michigan."

The t-shirts were bought from locally from Broder Bros. in Plymouth and the screen printing was done locally at The Identity Source in Livonia. Donations of the sales of the shirts will be given to Bridgepointe, Schoolcraft Foundation and Gleaners. For additional information on purchasing or selling the t-shirts, please contact Terri or Lisa at Street Marketing at 248.347.4350 or lisa@streetmktg.com

Article Submitted by Terri O'Brien of Sreet Marketing

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