

# Idea helps unemployed auto workers

■ Create MichiCAN and Don't Mess with the Mitten T-shirts

Lisa Burnia and Northville resident 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 D.C., 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.pryordesigs.com](http://www.pryordesigs.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](http://www.yesmichigan.com) and also at some local retailers, like Dancing Eye Gallery in downtown Northville, in the Detroit area. The shirts will also be available at Plymouth's Art in the Park July 10-12 in Downtown Plymouth.

"We will be donating a percentage of the sales of the T-shirts back to help unemployed Michigan residents," said O'Brien, a member of the Board of Directors for Schoolcraft College Foundation. "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 promote their great state of Michigan but they also wanted to find a way to help their family and friends.

"Maybe MichiCAN will mean I support Michigan businesses, or I can



volunteer at the soup kitchen, or I can go back to school," said Burnia. "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 Broder Bros. in Plymouth and the screen printing was done at The Identity Source in Livonia.

Donations of the sales of the shirts will be given to Bridgepointe, Schoolcraft Foundation and Gleaners.

## MORE INFO



Terri O'Brien

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](mailto:lisa@streetmktg.com).