



FOR IMMEDIATE RELEASE

A Simple Daisy Designs a “Find A Cure ” T-shirt for Breast Cancer Awareness

Susan G. Komen for the Cure®/North Jersey to Benefit

August 2009

Basking Ridge, NJ---A Simple Daisy, LLC, an online company that specializes in high quality, 100% cotton and organic cotton t-shirts that are fun to wear, has recently designed a *Find A Cure* pink ribbon tee in honor of breast cancer awareness. A Simple Daisy (www.asimpledaisy.com) will donate 10% of the net proceeds from the sale of all of the t-shirts from their *Find A Cure* line to Susan G. Komen for the Cure®/North Jersey. The two-tone hot pink ribbon design wraps around a big daisy flower with a ladybug in the center. The ladybug was the final touch to the design since they eat the “bad” insects and are an organic alternative to using pesticides in farming and gardening.

Tracy Redling, the founder of A Simple Daisy, is passionate about finding the cure for breast cancer and contributing to Susan G. Komen for the Cure®/North Jersey was a natural fit. Redling has made it her goal to carefully choose additional charities that align with most, and eventually all, of her seven t-shirt lines. The Wounded Warrior Project, Broadway Cares/Equity Fights Aids, and the Great Wall of China of Adoption Agency’s Hope Camp Trip are currently partnered with A Simple Daisy.

Gaining inspiration from her daughter Lucia who is Chinese, Tracy Redling started a t-shirt line specifically for families with adopted children from China. The *Building Families* category consists of bright red tees declaring “Worth the Wait,” “We’ll Be there Soon....To Bring You Home,” “Lucky Mommy,” “Lucky Grandma” and then tees for the whole family spelling out mother, father, sister, brother, grandma and grandpa in Chinese symbols. The whimsical graphics are eye-catching and colorful.

The t-shirts categories range from a patriotic peace sign in the *American Dreams* category to a pink ribbon in the *Find A Cure Now* line to those who love theatre, collect fountain pens, and want to “think green and plant a daisy” which comes on an organic tee. “There is really no rhyme or reason to my different categories of t-shirts. They consist of things that I am simply passionate about,” explains Redling.



Actively working to have as many organic and environmentally friendly products as possible, the folks at A Simple Daisy will guide and assist businesses in their “green” efforts. They can also assist with fundraising opportunities for schools, charities, and other organizations.

For more information and to view the entire A Simple Daisy collection, please visit www.asimpledaisy.com.

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