

Custom Greek Apparel Company Raises Funds For Important Causes

A custom greek apparel company launches Letters For A Cause, a campaign designed to raise funds and awareness for critical global issues.

April 19, 2010 (FPRC) -- Designer Greek, a leading greek apparel company, launches Letters For A Cause, a campaign that is bringing more meaning to the standard greek letter sweatshirt or t-shirt. Now customers have the opportunity to design fraternity clothing and sorority clothing, while supporting an important issue such as the fight against Breast Cancer, the plight of The Amazon Rainforest, Marine Debris in the Ocean.

How it works – Designer Greek customers design their greek letter shirts and greek letter sweatshirts just like they always have, but now have the opportunity to select from stylish fabrics that are related to important causes. Upon purchase, Designer Greek donates 5% of the clothing price to an organization dedicated to the cause and in return their customers receive a piece of meaningful greek apparel. "Customers love the fact that their greek apparel is making a difference, as well as a statement. And, they leave Designer Greek more informed and aware of important global issues that deserve attention," says Stefany Bernard, creator of Letters For A Cause.

Letters For A Cause currently features six causes: The Amazon Rainforest, The Snow Leopard, Marine Debris, Breast Cancer Awareness, African Wildlife, and Overfishing. Still to come are causes including Women of the Congo, Albinos in Africa, World Hunger, Shark Finning, and The Ivory Trade. "It simply takes finding the right fabric – one that will accurately represent the cause and also appeal to the greek community," says Stefany.

Ultimately, whether or not customers decide to choose the Letters For A Cause fabrics, Designer Greek hopes that having the information available on their site will raise awareness and inspire individuals to get involved and really make a difference in this world.

Contact Information

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Keywords

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