

APRIL ISSUE

# ALIVE

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# A LOT TO SAY

A Lot To Say, Inc. was founded by two sisters, Jennifer Stanich and Alison Stanich Power. They grew up locally and both are California at Berkeley graduates. Having successful first careers, they wanted to do something outside of their primary businesses; something that they could not only do together, but something that was fresh and timely that would inspire them, as well as others.

They came up with a concept for a green t-shirt line that utilized the power of the written word. They gave their idea a voice and a place in the world. That voice was smart, provocative, factual and easy to understand, and the message was informative and empowering.

Their environmentally-friendly clothing line is, in addition to everything else, also super cute—something imperative to the sisters. All of their shirts are made of environmentally-respectful materials and organic fabrics, and they're made in the USA, which means no sweatshop labor.

But the sisters had more work to do before their line would be all they could make it. They uncovered a true, but startling fact: it took an average of 15-25 gallons of water to traditionally dye just one t-shirt—to them, that was 15-25 gallons too many. They educated themselves further, not only about the statistics concerning global water supplies but also about the challenge of California's strict water conservation policy over the next five years. That, paired with the issues of toxic dyes and the fact that bamboo and cottons aren't all that healthy for the planet (they require a lot of processing to make them soft and therefore are not so environmentally-friendly) they sought to be pioneers of the ultimate sustainable, environmental shirt.

Their journey paid off as they found an amazingly soft material, the best part being that this cozy fabric was made entirely of RECYCLED BOTTLES. The materials, saved from not having to grow, harvest and process the raw materials, helps conserve our planet's limited resources. At the same time, it also played a huge part in removing non-biodegradable materials from landfills.

After only one year, their shirts are being sold at Rachel McAdams website, [www.greenissexy.org](http://www.greenissexy.org), The ABC homestore in New York, Kitson, Fred Segal, One Green Street, and Panache and more recently were named "the most environmentally and progressive line of message apparel and lifestyle products on the market in the US today."

A win-win anyway you look at it. These ladies really do have "A lot to say" and if you think they're going to stop anytime soon, you're in for quite a surprise!

Visit A Lot To Say at: [www.shop.alottosay.com](http://www.shop.alottosay.com)

