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Eco-friendly non-profit A-ShirtBag readies for a celebrity-studded Ebay extravaganza to support its educational programs

ROYAL OAK, MI, Nov. 9, 2009 – Environmentally-conscious and education-minded non-profit A-ShirtBag has embarked on its next major fund-raising effort. This time, founder Jeff Newsom aims to add Michigan born and bred celebrities into the mix.

“We’re asking comedians, musicians, and artists – who have a connection to Michigan – to donate their used tank tops or other A-shirts to our cause,” said Newsom. “Each celebrity shirt will be crafted into a reusable tote bag. Our signature A-ShirtBag logo and tag will come autographed by the celebrity donor.”

Once Newsom has collected and crafted the wares, he will sell the bags through an Ebay auction. All proceeds raised from the sale of the celebrity bags will support A-ShirtBag’s mission, to promote science and ecology programs in Detroit Public Schools, a district with some of the lowest standardized science test scores in the country.

The non-profit provides a free, project-based learning program, titled “7 Things You Can Do in 7 Days to Save Our Environment,” to third, fourth grade students in Detroit elementary schools. Children receive a tri-fold handout; an eco-friendly pencil; a Tree in a Box kit and each classroom receives a set of four recycling bags. These tools are intended to motivate the younger generations to practice earth-friendly lifestyles as well as develop an interest in science.

A-ShirtBag promotes simple solutions for eco-friendly living that resonates with both children and adults. As this project progresses, Newsom plans to host a preview party in early 2010, to unveil the celebrity bags.

You don’t have to be a celebrity to support A-ShirtBag’s efforts. Tank top donations can be made – after Tuesday, Dec. 1 – at the following locations:

- Root and Sprout, 474 N. Old Woodward, Birmingham. Call (248) 547-1000
- Westborn Market, 27659 Woodward Ave., Berkley. Call (248) 547-1000
- Heritage Co II, 116 E 7th Street, Royal Oak. Call (248) 547.0670
- Avalon Bakery, 422 W. Willis Street, Detroit. Call (313) 832-0008
- Russell Street Deli, 2465 Russell Street, Detroit. Call (313) 567-2900
- Recycle Here, 1331 Holden Street, Detroit. Call (313) 567-2900

For more information or to help us connect with area celebrities for this project, contact A-ShirtBag, at (800) 915-9384 or visit www.ashirtbag.org. A-ShirtBag is located at 1331 Holden Street in Detroit. View AShirtBag's new blog at www.ashirtbag.blogspot.com.

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