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## FOR IMMEDIATE RELEASE

### "STINKYKIDS™" KEEP "GIRLS ON THE RUN®"

#### Apparel Line Supports Prevention and a Positive Message to Girls

(August 14, 2008) Atlanta, Ga. - Atlanta-based StinkyKids Brand Tees is proud to announce it has created a special edition StinkyKids t-shirt which will spread messages of prevention, unity and leading by example among girls, especially those between the ages of 8 and 12.

The special edition StinkyKids tee shows the six female StinkyKids holding hands with the company's motto, "Always Be a Leader of Good" underneath the graphic. The girls represent Caucasians, African-Americans, Latinos and Asians.

"Since our inception, StinkyKids has always used our tees as a vehicle to spread a positive message: Always Be A Leader of Good," said Britt Menzies, Creator and Artist of StinkyKids. "We are honored to be donating forty percent of the proceeds from the special edition tee to Girls on The Run, a non-profit organization that educates and prepares girls for a lifetime of self respect and healthy living. The opportunity to support Girls on the Run was a natural fit for the StinkyKids' message. Plus, our multicultural 'little Stinkers' make adults and kids, alike, smile."

Ella, a nine year old who has been active in Girls on the Run for three years and now owns one of her own special edition tees, is excited about the Girls on the Run program and her little Stinkers.

"I like Girls on the Run and I like running. I really like my t-shirt. It makes me think that girls sticking together can do a lot of good," commented Ella.

Girls on the Run International is the parent organization of more than 160 Girls on the Run councils across the United States and Canada. The core of the organization is an experiential curriculum that utilizes a whole-person approach to empower 8 to 12 year old girls in 3 key areas - individuality, group dynamics and community service.

"Thanks to Britt and her StinkyKids gang, a portion of her t-shirt sales will benefit Girls on the Run, which goes to show you that as a company they not only preach a great message, they practice it," said Molly Barker, Founder of Girls on the Run International.

Since its inception over two years ago, StinkyKids has made product and financial donations to: Orphaned girls in the Congo; Ronald McDonald House; an Atlanta-based 6-year old autistic boy's walk for Autism Speaks; the LAPD's Eagle and Badge Gala; and Books, Bears and Bonnets.



From every corner of the globe, StinkyKids have become parents' and children's favorite new messengers and are being sold across the United States, Puerto Rico, Denmark, Germany, Singapore and the Philippines.

There are ten boy and girl StinkyKids characters in all and come in sizes from infant to adult. The tees are 100% cotton and made in the USA.

For more information, or to purchase a special edition StinkyKids tee to benefit Girls on The Run, visit [www.StinkyKids.com](http://www.StinkyKids.com).

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**About StinkyKids™**

Simply put, StinkyKids is a breath of fresh air in the apparel industry. Fun, fabulous and fashionable, StinkyKids is a company dedicated to celebrating the innocent and simple joys of childhood. StinkyKids are kids at their best. Backed by our motto, "Always Be A Leader Of Good," StinkyKids are regular kids that make good choices. The company is based in Atlanta, Georgia. For more information, visit [www.stinkykids.com](http://www.stinkykids.com).

**About Britt Menzies**

Britt is a graduate of Florida State University with two degrees — accounting and finance. While enjoying a career with a successful Fortune 500 company that allowed her to travel the world, she always had a passion for art. The birth of her son inspired her to leave the corporate world and revisit her creative side. Today, a few years and a daughter later, the result is StinkyKids.

**About Girls on the Run ©**

Girls on the Run is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. Our curricula address all aspects of girls' development - their physical, emotional, mental, social and spiritual well-being.