

CONTACT:  
Britt Menzies  
creator of StinkyKids  
t: 404.892.3569  
[britt@stinkykids.com](mailto:britt@stinkykids.com)

**FOR IMMEDIATE RELEASE**

**FASHION-FORWARD T-SHIRTLINE CAPTURES THE JOY AND INNOCENCE OF TODAY'S  
"STINKYKIDS™"**

*Stylish Look and Feel for Hip Families Benefit Children with Cancer – One T-Shirt at a Time!*

ATLANTA, GA (May 25, 2007) – StinkyKids™, a fun, fashion-forward t-shirt line, is winning over the hearts of moms and kids with its original look and fresh feel which capture the purity and innocence of children. Founded by Britt Menzies, an Atlanta resident, StinkyKids offers a wide range of 100 percent cotton t-shirts, featuring girls as princesses, ballerinas and in adorable dress-up, and boys sporting swimwear, outdoor attire and playground gear.

StinkyKids offers t-shirts for everyone. With a Caucasian and Africa-American line completed and an Asian line in the works, StinkyKids attracts a variety of demographics, winning the praises of its customers.

"After having two of my own 'StinkyKids,' I was inspired to start a small business involving children that would allow me to exercise my creativity and, at the same time, set an example for my kids about the importance of giving back," explains Menzies. "StinkyKids has given me all of these opportunities. It has truly been an amazing journey!"

The name, StinkyKids, inspired by the age-old expression, "you little stinker," is known to bring buyers back to their youth and instantly smile when they think about the "little stinkers" for whom they are purchasing the high-end tees.

Ten percent of StinkyKids proceeds go to a Washington, DC area based charity, Books, Bears and Bonnets, Inc.™ which provides gift baskets for adults and children battling cancer.

**-MORE-**

“I want my children and others to understand my motto: “Always Be A Leader Of Good,” continued Menzies. “I believe in giving back to those who need it most, and working with Books, Bears and Bonnets is just the first of several charities I hope to work with in order to continue to give.”

Menzies, a former Fortune 500 accountant traded in her calculator for an easel and began painting StinkyKids to maintain her passion for art. They were so popular that Menzies decided to transfer the images to t-shirts and StinkyKids was born in August 2006. In its short life-span, StinkyKids has sold nearly 2000 t-shirts to date and in addition to repeat customers, continues to draw in new and excited buyers.

StinkyKids tees are available for purchase online at [www.stinkykids.com](http://www.stinkykids.com) as well as at numerous retail outlets in Georgia, Florida, Alabama, Tennessee, North Carolina, and Illinois. Prices range from \$24 - \$44 per shirt.

**###**

#### **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 Books, Bears and Bonnets, Inc.™**

Books, Bears & Bonnets, Inc. is a Washington, DC area non-profit organization founded by Merrily Ansell, Britt Menzies mother in memory of Britt’s aunt who died of uterine cancer. They provide whimsical gift boxes to children and adults fighting cancer and other serious illnesses. For more information, visit [www.booksbearsbonnets.org](http://www.booksbearsbonnets.org).