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**FOR IMMEDIATE RELEASE**

**STINKYKIDS™ WEARABLE ART INSPIRED BY  
THE INNOCENCE AND SIMPLE JOYS OF CHILDHOOD**

*Fun and fashionable upscale tee shirts for kids and moms are backed by motto:  
“Always Be a Leader of Good!™”*

*Career woman turned full-time mom parlays talent and  
philanthropic spirit into ‘sweet smelling’ success*

ATLANTA, GA (November, 2007) – What do you get when you mix artistic talent, a heart of gold and motherly instincts? The answer is StinkyKids™. Founded by Britt Menzies, StinkyKids™ is an apparel company dedicated to creating fun, fabulous and fashionable tee shirts featuring original designs inspired by the age-old expression, “you little stinker!” Menzies, a former Fortune 500 accountant and now a stay-at-home mother of two, is the creator and founder of the StinkyKids™ concept and apparel company. Each original design illustrates the innocence and happiness of childhood. Whether it’s a bright-eyed smiling little girl or a precocious little boy, each tee shirt is created to capture a moment of the imagination and beauty of being a child.

Because of Menzies passion to give back, a portion of the proceeds from the sale of all StinkyKids™ merchandise goes directly to Books, Bears & Bonnets, Inc.,™ a non-profit organization which provides whimsical gift boxes to courageous children and adults fighting cancer and other serious illnesses ([www.booksbearsbonnets.org](http://www.booksbearsbonnets.org)).

“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 StinkyKids™ tees are made with 100 percent cotton and are available in retail outlets in Atlanta and additional stores throughout the United States. The merchandise is also available online at [www.stinkykids.com](http://www.stinkykids.com). Tees are available for infants, toddler girls and boys, girls, and also fashion-forward moms in a variety of styles. Prices range from \$28 - \$44 per shirt.

587 E. Morningside Drive Atlanta Georgia 30324 (404) 259-8911 [www.StinkyKids.com](http://www.StinkyKids.com)

### **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).