

press release

FOR IMMEDIATE RELEASE

MILKSEED? SPORTY TODDLER TEES AND VINTAGE BIKE DESIGNS PLAY TOGETHER

Vancouver, BC (March 19, 2009) – Milk Factory Designs is excited to announce the launch of two limited edition Quick Wick Toddler Tees, featuring vintage kids' bikes designed by Amy Rogerson of Shirtseed, down to earth t-shirts.

Penny Seto met Amy through a Vancouver women's networking group in 2007 and they have been supporting each other and brainstorming business strategies ever since. It seems natural that this venture, which started out as a "wouldn't it be fun?" conversation, quickly turned into "why not?!"

Shirtseed t-shirts are traditionally printed on natural, bamboo/organic cotton, but Amy was looking for a local supply of ethically produced colourful t-shirts for her popular bike designs. Penny was looking for something new and exciting to do with her Quick Wick Activewear.

The result? When friends play together – they have FUN! Milk Factory's quick-dry tee shirts and Shirtseed's bike designs make for fun tees that have kids, and adults, saying "woo hoo! these are cool!"

Quick Wick is a lightweight, quick-dry fabric with natural UPF 40 sun-protection, making it the ultimate daily, year-round wear, and travel gear for kids on the go!

Available in two designs with matching stitch on brown Quick Wick – while quantities last – www.milkfactory.com

For more about Shirtseed, visit Amy at ww.shirtseed.com

about

Milk Factory Designs joined the baby products industry in 2004 with a full collection of 'Performance Gear for Kids on the Go'. Milk Factory was the first to market infant and toddler daily-wear, quick-dry clothing made from performance fabric with natural sun-protection. From beanies and bodysuits to tees, shorts and pants, Milk Factory has your little athlete covered! More information, and all of the Canadian made gear, can be found online at www.milkfactory.com



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ShirtseedTM
down to earth t-shirts