



## FOR IMMEDIATE RELEASE

### **Bright, beautiful artwork of struggling aboriginal artist Tom Hogan finds a new home on organic cotton**

Toronto, ON (June 14, 2010) – In celebration of our diverse First Nation's cultures on June 21, Me to We Style has collaborated with aboriginal artist Tom Hogan to showcase one of his vibrant and colourful paintings on a sweatshop-free, 100 per cent Canadian-made, organic cotton t-shirt.

The bright orange tee, entitled "United" represents the beauty and colourful nature of aboriginal art, with \$5 from every shirt purchased going towards helping Hogan purchase more art supplies and to further his passion for painting.

Living in foster homes as a child and in shelters or on the streets as an adult, Hogan has experienced more than his fair share of a rough life. He learned to first paint when serving jail time after a botched jewellery robbery at 17 incarcerated him for two years. When released Hogan stayed alive by panhandling and rummaging through the streets of Toronto, Niagra Falls and Ottawa. Now living in Ottawa at the Shepherds of Good Hope he takes part in their Managed Alcohol Program. Hogan's health has since stabilized and he paints almost every day.

"Whenever he paints he just disappears into his work," says Jo-Ann Oosterman, who has Power of Attourney of his finances and is his art dealer and close friend. "Painting is now a part of his lifestyle; it gives him the finances to live and it gives him life. I don't think he'd be alive today if it weren't for his paintings."

"When we saw Tom's paintings we jumped at the idea of featuring his work on one of our organic t-shirts," says Tessa Mackay, Director of Marketing at Me to We Style. "This collaboration with Me to We Style is to not only to showcase his artwork but to be a testament to him finally overcoming his struggles."

For more information on Me to We Style, Tom Hogan or images of Hogan's tee, please visit:

[www.metowestyle.com/Media\\_s/173.htm](http://www.metowestyle.com/Media_s/173.htm)

[www.metowestyle.com/Tom\\_Hogan\\_Artist\\_Tee\\_s/227.htm](http://www.metowestyle.com/Tom_Hogan_Artist_Tee_s/227.htm)

[www.tomhogan.ca/](http://www.tomhogan.ca/)

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### **About Me to We Style**

Me to We: [Responsible Style] is a social enterprise that is committed to providing ethically manufactured, quality apparel for the socially-conscious consumer. Our product line is domestically produced, sweatshop-free and made using certified organic cotton and bamboo.

On an annual basis, fifty per cent of the profits go to international children's charity and partner, Free The Children, to support development projects in rural and impoverished areas across the globe.