



Bio: Matt Mitchell, Fishwrappers Founder

“Can a t-shirt be an evangelism tool? I say yes!” Matt Mitchell

Atlanta-based Fishwrappers—a Christian apparel company—was founded in 2009 by architect and corporate refugee-turned-entrepreneur, Matt Mitchell for one purpose: to provide a conversational evangelism tool that creatively illustrates biblical ideas to start conversations about Jesus Christ.

While Mitchell has intentionally leveraged his passion for art and his expertise in design to spark questions about faith, he has been just as intentional about developing *Fishwrappers.com* to serve as a resource for Christians; sharing some of the most common questions about the tees and equipping users with appropriate answers.

*“If you’ve seen a good movie, gone to a great restaurant, watched an amazing game, what do you do? You tell someone. When you, as a Christian, become part of the Greatest Story Ever Told, what do you do? You want tell **everyone**...but how? A t-shirt—which may be seen more than a 1,000 times in a year—is the perfect way to start the conversation!”*

Mitchell, a South Florida native, earned his Bachelor of Architecture degree from the University of Miami where he graduated Summa Cum Laude. Combining Mitchell’s expertise in design and life-application of the Bible, Fishwrappers develops trendy, graphic interpretations of scriptural concepts that—coupled with fun, casual t-shirts—make it easy for Christians to share their faith in non-threatening ways with people they know and those they don’t yet know.

After founding his own architecture firm in Ft. Lauderdale, Mitchell relocated to Atlanta in 2004 to join one of the nation’s top five architecture firms. His creative thumbprint can be seen in developments across the US including North Atlanta’s most recent architectural landmark: the Gwinnett Braves Stadium.

Mitchell and his wife, Layne, have been married since 1992 and live in Alpharetta, Ga. with their two young children and dog. Mitchell and his family are involved members of First Baptist Church Alpharetta.

About Fishwrappers

Founded in 2009 by Atlanta architect Matt Mitchell, Fishwrappers produces and distributes t-shirts that creatively illustrate biblical ideas to inspire relevant discussions about the Gospel of Jesus Christ. The high-quality t-shirts—specifically designed as tools for conversational evangelism—are manufactured following fair-work standards ethical principles and are printed in the USA. As a tithing organization, Fishwrappers donates 10 percent of the net proceeds from every order to organizations that provide physical and Christ-centered spiritual care. Visit www.Fishwrappers.com for the full story.