



FISHWRAPPERS CLOTHING LINE OUTFITS NEW GENERATION OF THOSE DESIRING TO SHARE THEIR FAITH

ATLANTA, GA (January 13, 2009) — As the brainchild of ambitious architect turned clothing line entrepreneur, Matt Mitchell, Fishwrappers (www.fishwrappers.com) is much more than traditional apparel found on a retail rack. The philosophy behind this unique web-based clothing concept is the result of Mitchell's desire to communicate a positive message that empowers and unites people - one t-shirt at a time. Launched in November, the Fishwrappers apparel brand is a direct reflection of the passion Mitchell has to see lives changed through simple conversations.

"Fishwrappers' is normally used to refer to newspapers, but while newspapers only give you the news, Fishwrappers gives the 'Good News' from people who are living it out daily. Just like the artwork on the shirts, the name 'Fishwrappers' uses creative double-entendres to make Christianity relevant to anybody and everybody." says Mitchell.

The unique, high-quality, comfortable casual wear includes ring-spun cotton t-shirts for men and women in the teen to 40's age demographic, with other apparel in the works. Mitchell designed his clothing as a creative tool for a person of faith wishing to use the shirts to open a dialogue about God and life.

"We've been given the greatest story to share with the world, and unfortunately, for whatever reason, we're hesitant to share. That's why Fishwrappers t-shirts are designed as natural conversation starters, to comfortably communicate your story of faith," says Mitchell.

Fishwrappers offers a number of creatively designed shirts; shirts sporting thought-provoking images like the "U-turnity" design which illustrates that once a person finds Jesus, their life takes on a new direction, as well as their eternity. "The Bridge" design is a representation of the belief that there is only one Bridge, and His name is Jesus.

Incorporated into the apparel line is also the commitment to give back. Fishwrappers donates 10 percent of the profit from every order back to charity. Through the "Point One" program, the company donates to six different ministries, selected based on Matthew 25:35-36. Point One helps those in need through something to eat, something to drink, orphan care, clothing, health assistance, and prison visitations.

"My hope is that Fishwrappers will be a vehicle and a tool for Christians to share the joy of knowing Jesus Christ and by doing so, they'll bring others to the path of salvation through Him." says Mitchell.

ABOUT FISHWRAPPERS

By creating great products that creatively illustrate biblical ideas in a compelling way, Fishwrappers inspires relevant discussions about the life-giving Gospel of Jesus Christ. In addition, Fishwrappers is committed to giving back, one shirt at a time. Learn more about the Point One program [HERE](#).

Fishwrappers is more than a new company—it's a company that's doing business a new way.