



FISHWRAPPERS™ TAPS ROBIN TRACY PUBLIC RELATIONS AS AGENCY OF RECORD

Atlanta-Based T-shirt Company Prepares for Growth in 2010

ATLANTA, Feb. 25, 2010—Founded on the understanding that people share their lives through conversations, Atlanta-based Fishwrappers™ produces t-shirts and apparel that creatively illustrate biblical ideas and inspire discussions about the Gospel of Jesus Christ. To expand its conversations—via online and traditional channels—Fishwrappers has enlisted the help of Robin Tracy Public Relations.

“Fishwrappers tees are a fun and easy way to share life experiences with a larger audience,” says Founder Matt Mitchell. “Each Fishwrappers t-shirt is a tool for sharing your story...an easy, no-pressure way to spark a conversation about the greatest gift you could ever receive. It was important for us to find and work with a PR firm that is as passionate as we are about our end goals and who has experience in faith-based public relations. We found both in Robin Tracy Public Relations.”

The Fishwrappers concept is simple and conversational. *“You see a great movie, you tell someone. You eat at a great restaurant, you tell someone,”* says Mitchell. *“If you become part of The Greatest Story Ever Told, you tell **everyone!** Fishwrappers tees are an easy and great-looking way to share your story of faith: When someone says “Great shirt. What does it mean?” a conversation starts.”*

“We were impressed with Matt’s entrepreneurial spirit and his vision to grow Fishwrappers as a business with a cause,” says Tracy Clement, Founder and President of Robin Tracy Public Relations. *“It’s not often that you find a business that looks beyond product sales when measuring success. For Fishwrappers, changed lives are the true mark of success.”*

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 life giving Gospel of Jesus Christ. The high-quality t-shirts—specifically designed as tools for conversational evangelism—are manufactured following 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 which provide physical and Christ centered spiritual care. Visit www.Fishwrappers.com for the full story.

About Robin Tracy Public Relations

Founded in January 2009, Robin Tracy has grown from an independent PR practice to a larger, full-service partnership that draws upon more than 70 cumulative years of communications, brand-building and public relations experience from a consortium of freelance professionals. The result: Clients enjoy the brain power and manpower found in larger firms *but at a much more affordable price.* www.RobinTracy.com

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