



## **Cutting-Up Launches “Be Green” Tee Shirt Promotion and Pledges 25% of All Proceeds From the Shirt to the Earth Day Network**

*Texas Company Promotes Earth Day 2008 and hopes their "Be Green" T-shirt will be a reminder for wearers to be green all the time not just on Earth Day.*

Arlington, TX, April 05, 2008 --(PR.com)-- Cutting-Up, a women's fashion t-shirt, accessory and gift line founded by Arlington artist Jo Dee Foster, will be donating 25% of all proceeds from its “Be Green” shirt to the Earth Day Network, the non-profit organization created by the original founders of Earth Day in 1970. The tees for women are made of 100% organic cotton and dyed with low impact fabric dyes.

Cutting-Up is a “gentle-vibe line with a relaxed hip feel” and inspired by the belief that a message built upon the simple assets of the heart, love, emotion and a nod to the Spirit in the sky is worth sharing with others, according to Foster. “Be Green” is one such message that Cutting-Up believes in sharing not just once a year on April 22, but all year through.

“This big, beautiful world gives us daily sunrises and sunsets. Light glitters across the waters and penetrates the panes of our glass, warming our skin, reminding us we are a part of something bigger. There's no doubt about it, you make a difference in the world,” said Foster.

“I hope we all awaken to see these subtle beauties as significant gifts and return the love by playing a part in saving the planet,” Foster added. “I would like Cutting-Up to be an encouraging reminder for people to toss their cares, but do their best to recycle their trash. Warm your heart, not the globe. Be green. Can you dig it?”

“We are very pleased that Cutting-Up has decided to donate part of the proceeds from their sustainable t-shirt line to Earth Day Network,” said Raquel Garcia, Communications Manager for Earth Day. “Our mission is to grow and diversify the environmental movement worldwide, and to mobilize it as the most effective vehicle for promoting a healthy, sustainable planet.”

The Earth Day Network is a driving force steering environmental awareness around the world. Earth Day is the only event celebrated simultaneously around the globe by people of all backgrounds, faiths and nationalities. More than a half billion people participate in the campaigns every year.

On Sunday, April 20 Earth Day Network is spearheading one of the largest Earth Day gatherings in U.S. history, featuring major daylong events on the National Mall in Washington, DC and simultaneously in seven other cities, including Dallas. The Dallas event will be held at Fair Park. These major events along with thousands of college campus and community events are expected to rally support for immediate and equitable national action on global warming.

About Cutting-Up ([www.Cutting-Up.com](http://www.Cutting-Up.com))

Cutting-Up is a “gentle-vibe line, with a relaxed hip feel” that includes vintage t-shirts, rockin' cool belt buckles, jewelry, sweet caps & visors and social stationary. In 2001, founder Jo Dee Foster decided it was



time to turn her passion into her profession and started a business, utilizing her unique talent of creating thought-filled, mixed media collage artwork. Over the past several years, Cutting-Up has grown with the addition of Jo Dee's childhood friend, Colleen Cooper, and new business partners experienced in global growth businesses. Today, Cutting-Up is growing rapidly, grossing over \$1 million annually with more than 600 domestic and international retail store partners. As they continue to grow, they maintain their focus on positive, inspiring messages and strive to create a planetary brand that never loses the personal touch, as they live by their motto "Be Happy, Be Free!"

#### About Earth Day Network

Earth Day Network, [www.earthday.net](http://www.earthday.net), seeks to grow and diversify the environmental movement worldwide, and to mobilize it as the most effective vehicle for promoting a healthy, sustainable planet. It pursues these goals through education, politics, cultural events, and consumer activism. Earth Day Network has a global reach with a network of more than 17,000 partners and organizations in 174 countries. More than 1 billion people participate in Earth Day activities, making it the largest secular civic event in the world. The 39th Earth Day will be celebrated on April 22, 2008.

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