



For Immediate Release

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## HIPPIE INK'S NEW TEES CARRY SPECIAL MESSAGE

**Los Angeles, CA (May 2007)** – Designer Jennifer Ashley of the Los Angeles-based collection HIPPIE INK hopes that the company's latest series of tops will make more than just a fashion statement. Part of the sales from the company's new "*LOVE IS NOT AN OPTION*" shirts will be donated to Millennium Promise.

Millennium Promise was co-founded in 2005 by Dr. Jeffrey Sachs with a mission to end extreme poverty by 2025. The organization works with impoverished communities, governments, and partner organizations to implement high-impact programs aimed at transforming lives in Africa and engaging donor nations, corporations, and the general public in the effort. Board members include Angelina Jolie and Quincy Jones. The Millennium Village model is based on a single, powerful idea: impoverished villages can transform themselves if they are empowered with proven, practical technologies to address the root causes of poverty. See: [www.millenniumpromise.org](http://www.millenniumpromise.org)

The saying "*LOVE IS NOT AN OPTION*" stems from Ashley's personal experience with adopting two children. "When you bring a child into your life, you have to love them. And love is giving to the people on this earth," explains Ashley. "It's not an option, and that's the message on my shirts".

HIPPIE INK is a 2 1/2 year-old line of retro-inspired tops and accessories. The collection is available in hundreds of stores across the country as well as in Canada, Mexico and France. The embellished tees and tanks are made from organic combed cotton and have been discovered by many celebrities including Jennifer Aniston, Eva Longoria and Virginia Madsen. The 50-piece line has expanded to include Hippie belts, Hippie purses, Hippie hoodies and leggings and Hippie Ink Kids.

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