

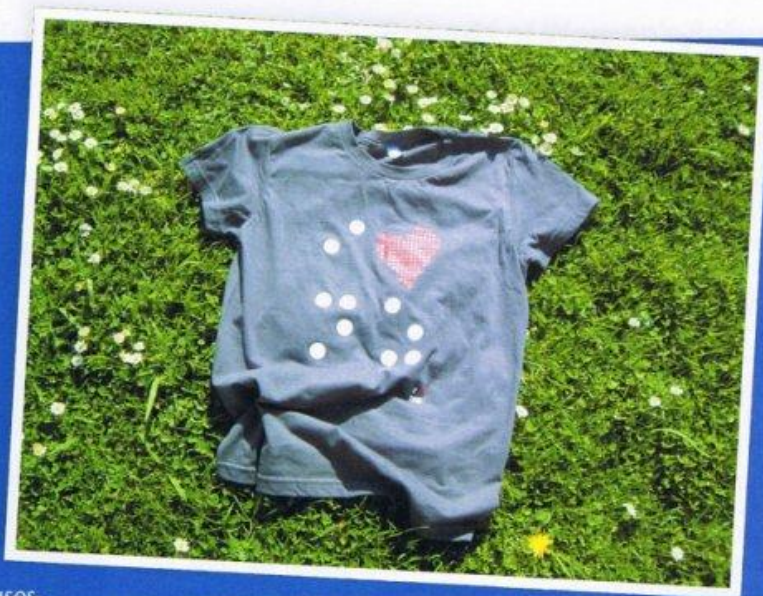
business in brief

LOOK GREAT, DO GOOD

The Hinitiative announced the launch of their first t-shirt range and website.

The Hinitiative is a Wellington-based designer fashion label playing Robin Hood. Generally we love spending money on ourselves, and less on charity, it's much more appealing to buy that latest stylish top than to pop that same amount into a collection bucket. So, why not kill two birds with one stone and: Look Great, Do Good. Get a top, look great in it, and The Hinitiative will make sure that a portion of what they receive goes to charity and good causes, and they say "it's as simple as that!"

The Hinitiative released its first Braille concept t-shirts on October 24, to coincide with Blind Week (24 to October 30). 10 percent of the profit from these will go to the Royal New Zealand Foundation of the Blind (RNZFB). More Braille concept designs will be released as time goes on. There are also other



t-shirts and charities in the works, so keep an eye on their website (www.thehinitiative.co.nz) or sign up to the mailing list by emailing: info@thehinitiative.co.nz.

You can order online and payment can be made via your own direct credit transfer to The Hinitiative's account. Secure credit card payment facilities will be made available later this year.