

**For Immediate Release**  
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## **THIS GIRL'S TEES Adds NYU Bookstore as customer; to growing movement to sell Anti-Stereotype Apparel**

*Lakewood, Ohio — April 16, 2015* — After receiving international condemnation for carrying a “I Hate My Thighs” onesie for girls, New York University’s Bookstore is now the newest wholesale customer of THIS GIRL’S TEES, a small business owned by Kristine Williams that produces empowering shirts and apparel for infants, youth and women.

Recent images of the onesie spread across social media and news outlets around the world, causing outrage that ultimately prompted the store to remove the item. Ms. Williams’ was among the voices speaking out, writing the Senior Director of the Bookstore, Philip Christopher, seeking verification that the Bookstore was in fact carrying the onesie. She took the opportunity to introduce THIS GIRL’S TEES, noting, “You can do better. Much, much better... You can offer something better and it does make a difference. Too many generations have repeated the same stereotypes over and over because, quite frankly, they’ve become normal – as have the problems they create. I know it seems minor, a shirt or a onesie, but youth apparel and toys are where it all begins. If gender equality is ever possible, we need to start by affirming that girls are deserving of that equality.” Mr. Christopher agreed, stating “I think your line - and others like yours - is exactly what we should be carrying.” The Bookstore placed a wholesale order this week and Ms. Williams shirts will soon hang in the space where the body-shaming “I Hate My Thighs” shirts once occupied.

**(continued)**

## **About THIS GIRL'S TEES**

Founded in 2014 after a successful Kickstarter campaign, THIS GIRL'S TEES, LLC is one of a growing number of small retailers creating empowering, diverse-interest, anti-gender stereotype apparel for women and girls. The company offers a wide range of apparel designed to dispel gender stereotypes regarding girls and women while embracing their strengths. Many girls and women nationwide have already gotten behind Williams' mission to "change things one shirt at a time" as the small company has sold and shipped over 500 shirts since its inception.

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### **For more information:**

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