

PROJECT TALK ABOUT IT

 COTTON ON FOUNDATION

**FASHION
FOR A CAUSE**

Announcing our 'Talk About It' campaign, incorporating a range of 12 t-shirts to raise awareness for Beyond Blue's depression initiative.

With celebrity designed tees and an amazing interactive live music element by Temper Trap available only with your unique code upon purchase, these tees will sell fast!

Our Contribution:

In October 2010, the Cotton On Foundation will launch a range of unisex t-shirts in its 'Talk About It' campaign in conjunction with Beyond Blue to create awareness of depression. The 'Talk About It' campaign has been endorsed by Beyond Blue and is an innovative initiative to reduce the stigma around depression and anxiety. Stay tuned for more info about this exciting and cutting-edge initiative, including some dedicated celebrity designers.

Get in store during October 2010 to check out the range and support Beyond Blue.

