



Media Release

Monday 5 December 2011

Local Barkers Creek resident wins national t-shirt competition!

Jessica Chaplin has won YoorallaTEE, a national competition run by Yooralla, Victoria's oldest and largest disability service provider and T-Bar, Australia's only dedicated retailer of designer and limited edition t-shirts.

Jessica who lives in the central Victorian town of Barkers Creek, beat 15 other finalists to take the coveted prize. The winner was determined by the most number of t-shirts sold in T-Bar stores nationally during an eight week period starting 1st October 2011.

Jessica will receive a \$500 cash prize and an exclusive contract to design for T-Bar.

YoorallaTEE is a t-shirt design competition aimed at breaking down discrimination against people with disability by encouraging positive images of disability.

Hundreds of people submitted designs, with the most popular designs chosen by a public vote on Facebook. The top 16 designs were printed and sold in T-Bar stores around Australia and via www.t-bar.com.au.

Jessica's design was titled 'Birds of a Feather'. She said she designed it to focus on diversity which is represented by the variety of birds, linked together by the tree.

"Even though the birds are different, they still have something in common with each other," she said.

Jessica said she entered the competition because it was a good opportunity to design to a brief with the chance of having it appear on a t-shirt.

"The fact that I won is awesome. This is a great opportunity for me to design more t-shirts for T-Bar, which is something that I'm really interested in. I love T-Bar tees and the variety of designs they have in store", Jessica said.

Lachlan Barnard, General Manager of T-Bar, said Jessica's design was unique and visually attractive.

"It obviously appealed to our customers judging by the number of sales," he said.

"We look forward to working with Jessica and seeing more of her designs in our Australian stores and online store."

"It was also a privilege to be working with Yooralla for the second year in a row."

"T-Bar has built its business with young people and we're blown away by their creativity. I think they have a lot to tell the world about issues like this, and we're excited by the possibilities that YoorallaTEE presents."

Proceeds from each t-shirt sold go to Yooralla.

<ENDS>

Media contact

Yooralla Public Relations – Lucy Sinclair 9666 4584, 0403 269 729 or lucy.sinclair@yooralla.com.au