



Media Contact:

Tiffany Yeager

Tiffany.Yeager@Edelman.com

214. 443. 8804

For Immediate Release

The Original Hawaiiabera® Clothing Marries Cultures and Gives Back

Shirtmaker donates 200% of Shipping and Handling to Goodwill Industries

San Antonio, Texas (June, 2008) – Reagan Williamson, the creator of The Original Hawaiiabera®, decided the world was ready for another camp shirt. By combining the ever popular Mexican Guayabera or Mexican Wedding Shirt with the colorful prints of the South Pacific and Hawaii, a new type of casual clothing was born.

These handmade shirts, who count Jack Black and Cheech Marin as fans, boast single needle fail seams, double stack mother-of-pearl buttons, traditional dress collars with removable collar stays, pleating and generous sizing for comfortable wear.

Williamson explains his desire to create a new type of resort wear. “My friends made me do it. I swear,” he says, “they loved my Hawaiiabera so much they literally begged me to make some for them. So, I did. And they were a hit here in South Texas. One might ponder, does the world *really* need another camp shirt? Only if it is an Original Hawaiiabera!”

But creating a shirt that is a must for anyone who wants to feel straight-off-the-island wasn't all Williamson had in mind - he also wanted to give back when he set up his company. In fact, all Hawaiiabera order fulfillment is processed by Goodwill Industries. Aloha Señor Clothing Company (Hawaiiabera's parent company) and Goodwill industries have partnered together to handle all order processing from both retailers and e-commerce orders, with 200% of the handling fee going back to Goodwill Industries. Williamson explains, “I never dreamed that I would be able to create jobs for people who are challenged. Once this opportunity presented

itself to me, it was a no-brainer to sign on with GoodWill. They are a truly wonderful organization and the people I work with are first-class, professional and very friendly.” This is a shirt that looks good, feels good and gives back; not bad for something that looks so relaxed.

The Original Hawaiiabera is sold in select stores in Texas, California, Florida, Louisiana, New Mexico, Maine and also available online. Visit www.hawaiiabera.com for more information.