

Press Release

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FOR IMMEDIATE RELEASE
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CHANGING THE WORLD ONE T-SHIRT AT A TIME

*March 26th, San Francisco, California --- Emily Hills, Angela Liu, Kirill Volchinskiy, Kristofer Chan, and Maddy Hung from Lick-Wilmerding High School teamed up to win the **2011 Design for Change-USA Challenge** with their **ONE LESS** Campaign.*

ONE LESS is an environmental campaign dedicated to increasing awareness of the consequences of producing organic cotton, and promoting conscious decision making when purchasing clothing. The idea behind **ONE LESS** is an honest and motivated effort to make a concrete impact in our society. Desensitization to environmental problems is a major concern; change requires the mutual effort of everyone, not just a select few. The most important factor for change lies in creating action throughout our society. Everyone can take action locally and fulfill their responsibility as a global citizen?

The Lick-Wilmerding team used the **Design for Change-USA process of FEEL-IMAGINE-DO-SHARE** to create and implement their award winning campaign.

FEEL-Look for community needs and get inspired by projects from around the world.

IMAGINE- Become creative.

DO-Start your project today. Take action and begin doing good.

SHARE-Share your project. Take your message to the world.

Visit the **ONE LESS** website today at www.oneless.tk to hear from **ONE LESS** team members and follow their progress through the project,

Design for Change reaches over 33 countries and over 300,000 schools / organizations. Design for Change teaches children how to become global citizens and drive change right at home. Our mission is to empower children to create sustainable impact and design a future that is desired by all. We encourage all schools, churches, sports teams, bands and after school programs across the country to participate. For more information visit www.designforchange.us or write info@designforchange.us

Lick Wilmerding High School is a private school with public purpose, Lick-Wilmerding High School develops the head, heart and hands of highly motivated students from all walks of life, inspiring them to become life long learners who contribute to the world with confidence and compassion. Address: 755 Ocean Avenue, San Francisco, California 94112 and Telephone: (415)333-4021

beginning to end. **Join the Lick-Wilmerding High School team and buy your T-shirt today at WWW.oneless.tk/store.**

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