

FOR IMMEDIATE RELEASE

**Created by those who live, work and believe in the city
of Detroit**

Contact:

Kimberly Schroeder

Detroit Originals

220 Bagley Suite 828

Detroit, MI 48226

Phone: 313-963-5053

<https://www.detroitoriginals.com>

info@detroitoriginals.com

In 2004, a group of people who live and work in Detroit were getting tired of listening to the constant pessimistic messages they were hearing about the city they call home. Instead of complaining, they took action to spread positive messages about the city. Armed with an inventory of t-shirts, bumper stickers and other keepsake novelties with pro-Detroit messages, Detroit Originals was born.

Detroit Originals is a small company with big aspirations. They want to offset all of the negative information with straightforward messages reminding folks why this city is so great and with simple pride and solidarity. "Detroiter by Choice," "Born and Raised in Detroit" and "True Detroiter" are just a sampling of the messages you will see in their product list on their website and at various events and festivals, such as the Dally in the Alley.

One of the reasons the people at Detroit Originals have such pride for their city is Detroit's rich and forgotten history. This is also reflected in their inventory. Among the t-shirts and bumper stickers, you will find recent and historic images of the city, vintage advertisements and an educational CD-ROM produced by some of the people who helped to create Detroit Originals.

In addition to showing support for the city of Detroit,

the creators of Detroit Originals give back to the city. They will give a portion of their proceeds to various local charities. They also encourage talented local artists by sponsoring an art contest. The winner will win \$100 and have his or her pro-Detroit artwork printed on a t-shirt.

"We have so much to be proud of in this city, it is a shame that we focus on the negative rather than hold our heads high" stated Kim Schroeder, President of Detroit Originals. "As a student of Detroit history we have a lot 'original' creations here. Our contributions to music, architecture, invention, engineering, social justice, and the labor movement are national firsts. We need to filter some of that energy of accomplishment and re-focus to continue the momentum started well over 100 years ago."

By giving back to the city they call home and showing that they are proud to proclaim their love for the city of Detroit, they hope that others will soon follow suit and possibly change some of the negative news to messages of loyalty and pride.

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