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"Winning is for the Birds"
Philadelphia Sports Fan Launches Philavania.com
Website Offers Locally-Made Philly Sports and Culture T-Shirts

Philadelphia, PA, June 24, 2009 - Philavania, a company selling original Philadelphia sports T-shirts and apparel, launched its new website at Philavania.com this month. Started by a Bucks County, PA native and life-long Philadelphia sports fan, the site is dedicated to the teams, fans and unique culture of the city of Philadelphia.

Winning is for the Birds

Philavania was born when founder Charles Peacock spotted a T-shirt worn by a character in the 2006 film "Invincible." Remembering the shirt from his youth, Peacock felt that that its slogan, "Winning is for the Birds," perfectly exemplified the heartbreakingly passionate duality of being a Philly sports fan.

Peacock trademarked the phrase and began selling shirts emblazoned with this motto on his website. Without any marketing efforts, word got out and the shirt became an instant hit, inspiring Peacock to create new designs based on his favorite teams and Philly-area culture.

"I've been going to Eagles games with my dad and grandfather since I was six years old, so my love for Philadelphia sports runs deep," Peacock says. "It feels so great when people find our site and get as excited about the shirts as we are."

Visitors to Philavania.com can find such designs as the "Utley/Victorino '08" campaign shirt, an "Outtaheeeeere!" tribute to the late Phillies announcer Harry Kalas, as well shirts parodying the rival teams Philly fans love to hate (some designs, like some Philly sports fans, aren't for the faint of heart).

"We get our ideas from reading the Philly sports pages, from fan suggestions, and above all from thinking of slogans that we'd love to wear out to a bar or to the game." In addition to sports-related concepts, Philavania also focuses on local culture and inside jokes, with shirts that parody the peculiar Philadelphia accent ("Lats Gew Floyers," and "Om frum Philulphyuh") and others that celebrate the area's unique foods and beloved landmarks and brands. Philavania has also begun teaming up with "locally famous" companies, restaurants and schools to produce licensed Philavania T-shirts that spread the love for their brands.

Proudly Made in Pennsylvania

Backing up their focus on local pride, Philavania is able to boast that their shirts are 100% made in Pennsylvania--a real rarity in today's world of overseas apparel manufacturing and outsourcing. "Doing everything in Pennsylvania is more expensive than buying from China or South America," says Peacock, "but it's worth it to us. We want to be able to support the local economy, and we were lucky enough to find partners in PA with fantastic quality shirts that our customers love." The blank T-shirts Philavania uses for its designs are produced by Royal Apparel of Allentown, PA, and the screen printing is all done by hand in the Port Richmond section of Philadelphia.

Local Audience, Global Reach

Philavania's target audience is born and raised in the Philadelphia area, but that doesn't mean Peacock isn't seeing sales worldwide.

"Anyone who knows this city knows that our fans have a fierce loyalty to their teams and their home," Peacock says. "Even when people move away from the area, they still bleed green. We get tons of orders from people all over the country, and have even shipped shirts overseas to troops in Iraq and Philly expats living in Europe and Asia. That's what Philavania is all about--it's a meeting place for people who love this city that reaches far beyond the borders of the Delaware Valley."

As if to prove the point, Peacock recounts a story that exemplifies the passion and breadth of Philly-sports love. "I was in Europe visiting family when the Phils made it to the World Series," Peacock remembers. "It kind of broke my heart not to be there, and I was watching the games online at three in the morning. When game five was suspended, I checked the weather in Philly and realized that if the game was delayed long enough I might be able to make it home for the bottom of the 6th." Much to the amusement of his European hosts, Peacock changed his return flight, arriving in Philly hours before the resumption of the game. Unable to get a ticket, however, he stood outside the gates at Citizen's Bank Park with other diehard fans and listened to Harry Kalas call the last innings. "I did manage to sneak in right at the end," Peacock remembers with a smile. "I must be the only person in history to watch the first few innings of a baseball game from Europe, and then actually be there to witness the last out in person."

To celebrate the launch of the new site, Philavania is giving away a free T-shirt for every 100 fans that join their Facebook page. In just a few short weeks, the page has already garnered thousands of fans. Philavania pride is alive and well.

www.philavania.com

<http://www.facebook.com/pages/Philavania/87061029015>

<http://twitter.com/philavania>



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