**ILOVECOLLEGE CLOTHING CO. SET TO RELEASE UNIQUE**

**LINE OF BACKPACKS**

*The socially aware apparel company creates cool designs with a positive message geared directly to high school students*

NEW YORK, NY (August 1, 2012) – Newly established **ILoveCollege Clothing Company** is making quite a name for itself with its signature college-themed t-shirts and the release of several new canvas backpack designs. Offering more than multi-purpose backpacks, ILoveCollege Clothing Company’s **designs send subliminal messages of positivity** and future success to its recipients. The six new color combinations feature the phrases “rocket scientist,” “straight ‘a’ student,” “freakin genius,” “future billionaire,” and “rising ★,” in an ode to finishing college to reach your full potential.

The company’s 26-year old founder and Howard University alum, **Jay Gunder**, launched his vision one year ago in Brooklyn, NY, with a desire to bring out the fun and exciting elements of the college experience. “We want kids of all ages, not just high school students, to realize that ‘school is cool!’ notes Gunder. “A lot of young people don’t understand how fun college is or how far you can go with a college degree. Education is the passport to the future.”

Gunder decided to add the unique backpacks to his line of products because he noticed he hardly sees backpacks with positive messages or a deeper meaning intertwined in the design. “Every student needs one – backpacks are a part of a student’s life from elementary school to college, so why not offer them a practical option that will help instill confidence as well,” Gunder says.

Since launching last year, ILoveCollege Clothing Company has been successful with its line of traditional message t-shirts for men and women, featuring best-selling phrases such as “My Senioritis Ate It,” and “Is It Homecoming Yet?” All of the company’s t-shirts are made in the USA, with high quality materials that ensure long lasting wear and durability.

ILoveCollege Clothing Company uses it social media pages to not only highlight new products but to bring attention to the importance of education with stories about the status of education in society, which celebrities are helping the cause, and the latest local and national news about educational issues. “We incorporate a big social awareness element in the company. We want young people to understand how important college is from an early age so they will study hard and aspire to reach their full potential. Kids connect with what’s cool so we’re just trying to show how cool college really is!” Gunder explains.

The company plans to expand its reach later this year by participating in the City of Philadelphia’s College Day 2012 event where college vendors from across the area gather to showcase products and build relationships with local schools. ILoveCollege Clothing Company will also have a booth at Howard University’s Homecoming this year to spread the word about their positive message.

Gunder plans to release new t-shirt and backpack designs for “Back to School” in the Fall

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and is excited about sharing new tank top designs in the spring of next year. He also plans to

partner with both established and independent musicians and artists to help spread the “school is cool” message via the music and entertainment industry.

Stay up to date with all things ILoveCollege by visiting their website: [www.ilovecollegestore.com](http://www.ilovecollegestore.com), [Facebook page](http://www.facebook.com/pages/ILoveCollege-Clothing-Company/124705760937621) and following on [Twitter](https://twitter.com/i_love_college_): @I\_Love\_College\_.

For more information, contact Jay Gunder at info@ilovecollegestore.com

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