

2ReachaMillion Launches New Website with the Goal of Uniting One Million Americans in a Unique Way

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What if a simple T-shirt could unite people together in a totally new and unique way? Our founders of **2ReachaMillion**, Keith Miller and Jeff Stephen of Atlanta wondered; how would it be possible to unite a million Americans together from across the country? The **2ReachaMillion** campaign started as an idea that has now become a vision. This vision is to sell 1,000,000 T-shirts and for **2ReachaMillion** to donate \$5.00 to a charity partner for each T-shirt sold.

2ReachaMillion raise funds for American charities which serve the social, economic and environmental issues that are of most concern to Americans today. The purchaser of a 2ReachaMillion T-shirt has the opportunity to become part of something very special. The campaign does not ask people to join an organization, but rather, each participant tells us to which participating charity they would like us to make a \$5.00 donation on their behalf.

Each **2ReachaMillion** T-shirt is a unique, one-of-a-kind creation. Each shirt is individually numbered on the front of the shirt. To make each shirt unique, we have devised a system to acknowledge each and every person who participates in our campaign. When a supporter buys a T-shirt from our Website, the system will automatically generate a unique number which matches the T-shirt they receive. Their name and shirt number will also appear on the Website, unless the purchaser chooses to make an anonymous donation. The company plans to add other clothing-related items such as bracelets, hats and sweatshirts, all to be sold exclusively on the Website.



Our company is seeking to make the **2ReachaMillion** logo a new symbol of American unity, highlighted by an annual "Unity Day" when all participants are asked to wear their **2ReachaMillion** clothing and participate in regional events. Each year on the first Saturday after Labor Day, we will ask all those who have participated to wear their shirts and apparel as a show of unity among Americans. Remember, every T-shirt is unique with an individual number. The T-shirt can become an exciting keepsake for those who support our mission and own the first few thousand shirts.

The **2ReachaMillion.com** Website will be the only vehicle to purchase our unique T-shirts and other branded clothing items. We also have a newsletter so supporters can receive regular updates on our goal to reach one million Americans. In December, we plan to launch the **2ReachaMillion** Message Forum which will potentially bring together people from all over the country. The Message Forum will be centered on our mission and a variety of uplifting topics.

About **2ReachaMillion**

2ReachaMillion is a Subchapter S corporation registered in the state of Georgia. The primary emphasis of **2ReachaMillion** is to raise money for select American-based charities. The corporation is dedicated to reaching a goal of outfitting one million Americans with one-million T-shirts, which will result in more than 5 million dollars in donations to our charity partners. **2ReachaMillion** is also dedicated to holding a national “Unity Day”. Each year on the first Saturday after Labor Day, we will ask all those who purchased T-shirts to wear their shirts as a show of unity among Americans.

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