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CUSTOMINK LAUNCHES TWO NEW ADVERTISING CAMPAIGNS

Brand Celebrates the Power of Custom T-shirts; Campaigns Inspired by Customers' Life Events and Company's Focus on Customer Care

FAIRFAX, VIRGINIA (April 6, 2016) – CustomInk, the leading provider of custom apparel and accessories for groups and communities, announced today that it is launching two new advertising campaigns, **“For All of Life’s Events”** and **“Steve the Spokestopus.”** The new campaigns were created to showcase the central role that custom t-shirts play in marking important life events and to highlight the passion and care that goes into every CustomInk order. Created by ad agency Supermoon, both campaigns will debut in early April across TV and digital media platforms.

“At CustomInk, we believe in the power of custom t-shirts to bring people together and that every t-shirt has a story behind it. We are inspired by the custom apparel and accessories our customers design for the events and occasions in their lives,” said Wendy Connell, Vice President of Marketing at CustomInk. “We are thrilled to see these campaigns come to life as they highlight the integral role of our products in promoting identity, strengthening communities, and celebrating the groups that wear them.”

The **“For All of Life’s Events”** campaign was inspired by CustomInk customers and taps into the connections people have with custom t-shirts throughout their lifetimes. Each ad depicts a sequence of scenarios, illustrated by custom t-shirts and other products that together tell a narrative of one person's life over the span of several years. “For All of Life’s Events” includes a series of 30- and 15-second spots that focus on three different storylines.

The **“Steve the Spokestopus”** campaign utilizes an animated super-fan of CustomInk, an octopus named Steve, to deliver fun and playful messaging about the company's service, quality, and products. “Steve the Spokestopus” will also launch with a series of 30- and 15-second spots.

“In creating these campaigns, our goal for CustomInk was to build an emotional connection with people – both through humor, with Steve the Spokestopus, and by exploring the warm, human stories that mark important life milestones,” said David DeRoma, Executive Creative Director and Partner at Supermoon. “Both campaigns, though very different in execution, work together to showcase the quality service and value propositions that CustomInk provides its customers.”

The “For All of Life’s Events” and “Steve the Spokestopus” ads can be viewed on CustomInk’s YouTube channel at www.youtube.com/customink, and for more information about CustomInk visit www.customink.com.

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About CustomInk

[CustomInk](#) is the leading provider of custom apparel and accessories for groups and occasions. CustomInk believes that t-shirts and other custom products have the power to bring people together and strengthen their sense of community. CustomInk combines an easy online Design Lab with personal care and support to help its customers create the perfect design for any club, school, business, team, or charity. CustomInk created [Booster](#) to make it easy for groups to raise money and awareness through the sale of custom products, and [Pear](#) is a platform that helps connect grassroots groups and events with national and local brand sponsors. CustomInk is based in Fairfax, Virginia with offices in Charlottesville, Virginia; Reno, Nevada; Dallas, Texas; Boston, Massachusetts; and Chicago, Illinois.