



The Secret Shirt Project Launches Kickstarter Campaign

The Secret Shirt Project team broke the mold with their 'Actionable, Rewarding Apparel.' Creativity can solve social issues through sustainable business.

NASHVILLE, TN, USA, January 16, 2015 /EINPresswire.com/ -- [The Secret Shirt Project](#) is seeing some momentum in what they are calling their 'Actionable, Rewarding Apparel.' They didn't invent t-shirts for good causes. They didn't invent social media. And they didn't invent the need for small businesses to market deals to consumers. But they are showing us that with a bit of creative thinking we can create solutions to social problems through sustainable business. Let's connect the dots: Consumers buy 'Secret' apparel + join the conversation [#secretshirtnash](#) on Twitter or Instagram + Wear 'Secret' apparel = Get great deals! Melanie Cochran, owner of [The Wild Cow](#) Vegetarian Restaurant in East Nashville had this to say, "Win win for everybody. Great concept. Hope we can contribute to the growth of this...hopefully, not-so secret project." Why do restaurant owners like Melanie like marketing with the SSP? This is part of their unique business model. By posting deals via social media, small business owners utilize marketing techniques they are comfortable with, it's 100% free, it's 100% flexible and it shows their customer base they support their local community. Consumers love it because, well in case you have been in a coma the past 10 years, they love social media.

After great initial community response, The SSP team has decided to launch a Kickstarter campaign in hopes of expanding their product line into 'Secret' wristbands. They are seeking a modest \$3500 to fund minimum order requirements, vying to get their costs as low as possible. "They are just so easy. People love wristbands and it will be so much easier to access deals on-the-go. We hope it will better share our story. Restaurant owners are providing great feedback and our friends at Nomzilla are selling them on-site. Ultimately we want to offer a free wristband with any t-shirt purchase."

To spice things up a bit, Founder & CEO Matt Rigsby surprised his long-time friend Shelby on camera, by announcing he would be homeless until the project is completely funded, also committing 24 hours of homelessness experience for each additional \$1000 raised. "I read about it, I volunteer to help, but being honest with myself...I have never spent more than a night out of my comfort zone. If I can gain even the slightest insight into the people I want to help, then ya it's worth it. Of course, I'd be lying if I didn't acknowledge I hope it entices people to get involved, pledge, share our story." Off camera Shelby asked Matt what he would do if they raised \$1 million. With little thought, Matt responded, "I don't know. Maybe write a book called 'The

Homeless CEO.'" Shelby's wife Lindsay is pretty slick commenting, "Hashtag Homeless CEO."

Consider joining this cool new secret project by, well I guess, by keeping Matt homeless as long as possible!

Matthew Rigsby
The Secret Shirt Project
270-403-1259
[email us here](#)

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