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Salsa group's T-shirts promote green message

Sirkka Huish

Sub-Editor

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The island's salsa dancers are 'going green' as they kick up their heels and wiggle their hips.

SalsaMania Productions has decided to do its bit to help protect Bermuda's future for all those wannabe dancers.

The production company is promoting its message with T-shirts - made with environmentally friendly materials. The T-shirts are sure to make you stand out as they display the 'Salsa Verde' (green salsa sauce) logo on the front.

The stylish unisex T-shirts are available in all sizes and it is hoped that men, women and children will wear them with pride.

This year's proceeds raised from the sale of the T-shirts will go to Bermuda charity Greenrock, a non-profit organization working to make the island more sustainable for future generations.

Sharon Leman, spokeswoman for SalsaMania Productions, said: "The old-fashioned standard T-shirt isn't so popular anymore, everyone wants to wear urban wear, T-shirts with slogans and words on them.

"The T-shirts are really stylish, they are nicely cut and are made with environmentally-friendly materials."

Eco-friendly: T-shirts to raise awareness of green issues

She added: "We feel that Latin music and dance borrows its vibrant and infectious energy from Mother Earth and it should be our responsibility as enjoyers of this amazing art form to play a key role in its sustained development.

"Supporters of the Salsa Verde brand can feel proud that their contribution of buying and wearing Salsa Verde products will have a direct impact on the planet."

SalsaMania Productions have been hard at work planning the environmentally-friendly project for a couple of months. They've teamed up with local and overseas organizations to design the logo and have the T-shirts produced.

The green initiative was created to educate, raise awareness and money to donate to organizations - both in Bermuda and North America - that try to reverse the threat to our global environment. An international benefactor will be announced next year.

The T-shirts come in small, medium, large and extra large sizes and are available to purchase at Brown & Co in Reid Street. They are v-necks with the green pepper Salsa Verde logo and 100 per cent organic cotton. The cost is \$29.95.

The T-shirts are also available for sale at Mambo Nights this weekend. There will be a stall selling them at 'Bodies In Motion' the Latin dance showcase at the Mid-Ocean Amphitheatre, Fairmont Southampton Resort on Friday and Saturday (August 15 and 16).

Brown & Co teamed up with the SalsaMania Productions for the Salsa Verde 'going green' launch party last night (Tuesday). The shopping night featured local and international Latin dancers, wine tasting and food sampling.

SalsaMania Productions is the production division of the BermudaSalsa.com Group. n

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