

LABELS ARE FOR JARS™

ABOUT LABELS ARE FOR JARS

Labels Are For Jars is a cutting-edge effort that's successfully fighting hunger in urban America. **Labels** is the brainchild of a team that includes late-night funnyman **Conan O'Brien**, Boston Red Sox first baseman **Sean Casey**, celebrated brand designer **Mike Toth**, and **Father Paul B. O'Brien**. The group launched **Labels Are For Jars** as a unique means of raising money to feed hungry people through the Cor Unum Meal Center in Lawrence, MA.

We market thought-provoking black t-shirt's adorned with a commonly used label on the chest, and "**Labels Are For Jars**" across the back. Currently available shirts are "addict", "geek", "homeless", "jock", "minority", "prisoner", "mentally ill", "pacifist", "rock star", "slacker", and "troubled teen".

The Labels product line also includes the *Labels Skull Cap* by *John Varvatos*, personally created by one of today's most celebrated fashion designers. The black wool cap has a "hungry" label on the front and the **Labels Are For Jars** and John Varvatos logos on the back.

The shirts and caps are packaged in clear plastic jars with coin slots cut into the screw tops. Buyers are encouraged to fill the jars with donations from family, friends, co-workers, etc., and to send the donations back to us, so we can continue to fund Cor Unum. **Labels Are For Jars** is comprised completely of volunteers, so every cent we collect is used to help feed the hungry in Lawrence.

Labels Gear is sold from our [website](#) and through direct sales groups in local communities called street teams. Street teams are primarily groups of high school and college students, who have a unique power to affect change in our society. Labels gear is also sold in Newbury Comics retail stores.

To date, Labels Are For Jars has raised more than \$1,000,000 to help build and operate the Cor Unum Meal Center in Lawrence, MA. In its first year of operations, Cor Unum served more than 100,000 meals. We expect to serve more than 200,000 meals in this second year of operations.

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