



SARATOGA, NEW YORK - Siren Apparel is a new clothing company that donates all profits to fire fighters, police officers, EMTs and forest rangers across the United States. The company idea was formed in the late summer of 2011 by Chris Frewin, due to his time as a Boy Scout as he got to see firsthand how much service some men and women gave to the community. He wanted a new, non-traditional way for patriotic citizens like himself to both benefit from donating to a good cause but have a way for supporters to show what they had done. "I realized there isn't much incentive to donating to a charity for fire fighters and police officers," Chris says. "Of course any charity is a good cause, but with Siren Apparel we are trying to get two sides of the same coin: customers can get the benefit of donating to a great cause and then in turn receive something that will commemorate their donation, which they can then be proud to wear in public."

Each month the staff at Siren Apparel will determine a department in need or an individual who has passed away in the line of duty to donate to, and all profits will go to that department, to be used for supplies, or in the case of an individual, commemorative items such as plaque or statues to honor that fallen individual. By April 2012, Siren Apparel created their website, www.sirenapparel.org, and was preparing for their first orders.

But in August of 2012, Siren Apparel was discovered by Alejandro Cremades, creator of Rock The Post, a crowd funding website ranked #3 by Forbes magazine for giving small businesses a jump-start into the market. Mr. Cremades requested that Siren Apparel be featured on their site starting on September 15th, 2012. That campaign is now underway. Currently, the staff at Siren Apparel is working with JSPrinting, a t-shirt printing based in Charlton, Harrow Sports, a sport apparel company based in Denver, Colorado, and UPS to prepare a variety of reward items to those who donate to Siren Apparel.

Profits generated from the campaign on Rock The Post will be split evenly between two groups. The first half will go to the Baltimore City Police Department, to be used on commemorative items for Officer Forrest Taylor, one of the most recent fallen officers in the United States. The second half will be split evenly between four fire departments currently fighting forest fires in the West and Midwest: Cal Fire (California), Utah County Fire Dept. (Utah), The Norman Fire Department (Oklahoma), and the Texas Wildfire Fund (Texas), to be used on supplies and food for the fire fighters who often worked +14 days fighting the destructive blazes.

Siren Apparel's campaign was completed on November 13th, successfully raising \$2,038. Chris is very hopeful after the campaign. "Now that we have gotten this idea off the ground, we can really start making a positive impact and build a net of support for all these heroes across the United States."