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“Say It Loud, Say It Proud, Say It Right!”

Jam Donaldson of BET Networks, hotghettomess.com acclaim launches T-shirt line promoting new type of a “fashion statement”

WASHINGTON, DC (June 2, 2008) –With a vision to create chic conversation starters, advance grammar and make a figurative and literal ‘fashion statement,’ website sensation and pop culture pundit Jam Donaldson (www.jamdonaldson.com) today announced the launch of a T-shirt line bringing sartorial splendor to her famous mantra of “We Got to Do Better.”

Carrying such messages as: “We Got To Do Better,” “Conversate Is Not A Word,” “Irregardless, It’s Wrong,” and “It Isn’t Ironical,” the cotton shirts, produced through Jam Donaldson Designs (JDD) and printed with eco-friendly, water-based ink, are available for both men and women online through www.jamdonaldson.com and will be arriving soon in select boutiques.

“I wanted to create something fun that could also provoke some real food for thought,” said Donaldson, best known as owner and creator of the hugely popular humor-and commentary website www.hotghettomess.com. “Its time for us to start being accountable for how we speak and, in a uniquely fashionable and entertaining way, my clothes allow people to do just that.”

Donaldson, who has written for Black Entertainment Television and served as Executive Producer of the network's popular comedy series "We Got To Do Better" as well as contributing to Keyshia Cole's "The Way it is" reality series, also believes her T-shirt line promotes proper grammar use by highlighting commonly misused phrases and remaking them into a hip, statement brand that catches both eyes and minds while reinforcing correct usage. She adds: “My clothes make a statement literally and figuratively, translating the message of ‘We Got to Do Better’ in a creative way that I am proud of.”

“These shirts take the term ‘fashion statement’ and turn the meaning completely on its head!”

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About Jam Donaldson

Jam Donaldson is the owner/creator of the hugely popular website hotghettomess.com and former Executive Producer and writer of Black Entertainment Television's "We Got to Do Better." She is a lawyer based in Washington, DC.

Her website is one of the top African-American websites in the world boasting over 2,000,000 hits a day. In addition to hotghettomess.com being a force on the internet, it has become a major force in the growing dialogue on race and class. Her show, "We Got to Do Better" on BET consistently reached almost a million viewers.

NOTE: For T-shirt samples, hi-res photos or interviews with Jam Donaldson, please contact Brandon Frazier at 614.638.6297 or mbfrazier@gmail.com.