

## Community-driven Clothing and Apparel Social Networking Site Sends Generation Y to the Polls

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A revolutionary clothing line, featured on a new social networking site, is putting a new spin on getting the difficult 20-something crowd to go out and vote.

Missouri City, TX – A popular social networking web site is taking an active role in getting their 20-something members to vote in the 2006 elections by featuring an online election to select the name of the site’s platypus mascot.

"GK33 was founded on community involvement and meeting the repressed needs of the populace. What better way to give back than to encourage our users to take part in the great system that has allowed us to obtain so much already," explained Garrett Eastham, founder and CEO of [www.GK33.com](http://www.GK33.com).

The slightly “nerdy,” Internet savvy, and fun-loving members of GK33 are responding well to the online campaign. The result is the Generation Y members are going to the Election Day polls, and they are excited to vote at GK33 to name the platypus.

“GK33 strives to be the premier source of community-driven clothing and apparel. We provide a network of enthusiastic users, designers, and models that collectively participate in a community-driven creation process. Our aim is to create clothing that expresses the ideas people are passionate about rather than those of some stranger,” explained Eastham.

"We're glad to help spread the word about voting. We feel it's an important part of being a citizen, whether they're a citizen of GK33 or a citizen of the United States of America," said Eastham.

The members of the GK33 community are actively involved in the design and creation of clothing and fashions that they actually wear. The GK33 clothing brand is growing in popularity. Members participate by talking about cool clothing ideas, designing them, modeling them, and wearing them.

“GK33 wants to make clothing that people care about because it cares about them,” Eastham said.

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About GK33.com:

The GK33.com web site is the creation of Garrett Eastham and his team at GK33 Productions. It is a social networking site with a line of clothing designed and developed by its members, set upon revolutionizing the industry with true community-driven clothing and apparel.

[You can find this press release here](#)