

**FOR IMMEDIATE RELEASE:**

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**Defiance Fight Gear is attempting to raise one million dollars to honor the memory of fallen soldiers.**

Hillsborough, NJ – October 31, 2008 – Defiance Fight Gear announced today that it will attempt to raise one million dollars, from the sale of a newly designed t-shirt, in honor of the brave men and women that have given their lives in the service of the United States Military.

Dubbed “The One Million Dollar Challenge”, the Defiance Fight Gear team has launched a campaign to show their support, and to help others show their support, for those serving, or who have served, in the U.S. Armed Forces. The campaign is in honor of the fallen, those who have made the ultimate sacrifice in the service of their country. To highlight this, their design team has created a powerful, thought provoking image.

The design features the stark image of a clenched fist tightly holding a handful of dog tags, immediately bringing to mind the courageous individuals that gave their lives so that others could be free. Below the image, the somber reminder, “All gave some, some gave all.” In line with their corporate identity, the back of the shirt bears the inscription, “Remembering those who stood defiant in the face of death, for their country, for our freedom.

Said company spokesman and project manager, Frank Ascione, “We are going to donate \$10 from each sale of this shirt to carefully chosen causes in three categories: those helping active duty personnel, those assisting combat wounded/disabled personnel, and those providing support and assistance to the families of fallen soldiers. In this way we can pay honor to their memory, their service, and their sacrifice by providing assistance to their families and to their comrades who are still serving or have been wounded/disabled in the line of duty.”

For more information on this fundraiser, the causes that will benefit from it, or to purchase a shirt and support this worthy project, please visit the Defiance website at <http://www.defiancefightgear.com>.

About Defiance Fight Gear – Based out of Hillsborough, New Jersey, with satellite offices in Philadelphia and Miami, this relatively new company has already begun making a name for itself with it’s original designs and superior quality clothing. Predominantly an online store until recently, they also have a kiosk located in Bridgewater, New Jersey at Alex Wilkie’s Mixed Martial Arts Academy (<http://www.alexwilkiemma.com>).

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