



CHILDREN

INCORPORATED



For the latest OBEY Awareness Collection, OBEY Clothing partnered with Children Incorporated, a non-profit that aids children both around the globe and at home in the United States. The tees for this collaboration feature a graphic by Shepard Fairey, based on photos taken by Shelley Callahan, the Director of Development for Children Incorporated. The collection is now available online at OBEYCLOTHING.COM and worldwide at select retailers. OBEY will donate 100% of net profits from sales of the Children Incorporated tees to the cause at hand.

Children Incorporated envisions a world in which all children have access to education, hope, and opportunity. We share the belief that our future generations are our most valuable resource and want to see all children be given the support and resources to thrive.

Since 1964, their incredible organization has helped offer sustainable solutions for children in need. By providing basic needs like food, clothing, and healthcare, as well as affirmation, encouragement, and social support, they empower children to thrive. To date, Children Incorporated has reached over 250,000 children across 23 countries with over 300 programs and outreach projects, making a real difference towards breaking the cycle of poverty.

OBEY Awareness was founded in 2007 as a way to educate and fundraise for causes and organizations that Shepard Fairey and OBEY support and are passionate about. Throughout each year OBEY Clothing features dedicated collections to raise funds for these causes. This unique program is always evolving, advocating for a myriad of different causes with a sense of hope and a willingness to help as the central constant. All net profits generated from the sale of OBEY Awareness product are donated to the cause at hand. We encourage you to learn more and make a difference.

OBEY
AWARENESS