

LOS ANGELES, CA, September 17, 2013 **/24-7PressRelease/** -- Royal Dynamite, a collaborative and unique t-shirt company that combines popular culture and community, announces new social responsibility initiative to create educational awareness. This one-for-one give back program, coined RDCares, empowers and supports school children across the globe.

Here's how it works. For each graphic t-shirt purchased, Royal Dynamite will donate an educational care package to a child in need around the world. Each package will contain the following items: a composition book, a pencil, an eraser and a sharpener. RDCares has already sent more than 300 educational care packages for distribution among various organizations in Sierra Leone and the US. Royal Dynamite works with the following organizations: The Visao Foundation, Excelling Youth Educational Scholarship Program (EYES), The Wilberforce Primary School—all in Sierra Leone—and Creating Aspiring Personalities for Success in Los Angeles.

Eventually, RDCares plans to develop a platform that will leverage the collaborative capabilities of the web in order to connect the following groups: 1) people who purchase t-shirts from Royan Dynamite; 2) students and organizations who need educational supplies; and 3) people who can take these educational supplies abroad while on their travels around the world. The platform will solve the distributive difficulties associated with sending educational packages to those who need it and it will also re-imagine the typical donation process as a more interactive and enriching experience. Ideally, Royal Dynamite customers will be able to track their educational care package as it travels the world while discovering the impact they are making as a result.

About Royal Dynamite Royal Dynamite is a dynamic, social-entrepreneurial corporation committed to educational awareness, economic development and humanitarian advancement.

Visit Royal Dynamite for the latest in charitable graphic t-shirts. To learn more about how your t-shirt purchase can help provide a child in need with an educational package, email support@royaldynamite.com.