

Makes Me Happy Tees Makes Retailers' Life Good!



Laurie Powers and Debra Lysy of Makes Me Happy Tees (above). Walgreens of West Sedona (on right).



Ever notice the Red Rocks Make Me Happy t-shirts around town?

Well, this uniquely Sedona design is the creation and passion of villager Debra Lysy, and her “pet project” benefits the Sedona Humane Society. Debra has pledged \$50,000 to the Humane Society, and 10% of the net profit of every shirt sale goes towards that goal.

It all started as a pledge to help the Humane Society raise money for their new facility. As it became increasingly difficult to find time to do volunteer work, Debra found a new way to provide support – about the same time that her t-shirt concept emerged. “People always asked me why I moved to Sedona, and my answer was simple – because red rocks

make me happy,” Debra says. So she came up with the idea of selling shirts to benefit the animals, and suddenly the t-shirts took on a life of their own.

Debra fondly calls her shirts Caring Tees because she envisions them not only helping the Sedona Humane Society but hundreds of charities and organizations nationwide. She extended the Makes Me Happy concept to other areas and hopes the idea will grow into a national campaign. The ever reflective Debra says, “Just about anything can make people happy when you think about it and yet, each individual’s happiness is quite personal. It occurred to me that there were many organizations I could support all over the nation while doing this.”

Debra says she’ll never forget the thrill of selling her first Caring Tee.

“The excitement of seeing someone – tourist or local – wearing one of my shirts is indescribable. People love the concept!” And so did The National Caving Association. Last fall, Debra attended the Sevierville Souvenir and Gift Show Expo in Tennessee where she was voted best new product.

This spring, Debra applied for and received a registered trademark for ‘Makes Me Happy’. She’s preparing to market her shirts to philanthropic-minded companies who share her vision for supporting their local communities. “It’s about helping people and saving pets’ lives.” You’ll find Red Rocks Make Me Happy t-shirts at the Hilton Spa gift shop, Weber’s IGA, Indian Gardens, Chevron Station, The Sample Store and various locations in West Sedona. **We can’t forget WALGREENS!!!!**

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Happy®**

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