



**FOR IMMEDIATE RELEASE:**

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**CUSTOMINK CELEBRATES THE IMPORTANCE OF FAMILY  
WITH PHOTO CAPTION CONTEST**

*“T-shirts and Genes: Family Reunion Contest” Helps One Awesome Family Come Together This Summer; Group Order Form Simplifies the Process for Collecting T-shirt Sizes and Payments Online*

FAIRFAX, VIRGINIA (June 4, 2015) – In the spirit of summer and family togetherness, [CustomInk](http://CustomInk.com), the leading online provider of custom apparel and accessories for groups and occasions, launched a new promotion on its [Facebook page](#) today, the **T-shirts and Genes: Family Reunion Contest**. The contest, which celebrates the importance of gathering generations to strengthen family ties, will provide one special family with the opportunity to make their upcoming reunion a truly unforgettable occasion.

With great weather and time-off from school and work in the summer months, this contest comes at a time where family reunions are at a peak. As part of a recent customer survey\*, CustomInk found that [family reunions](#) have grown exponentially over the years and are no longer stereotypical backyard get-togethers. In addition to some of the all-time favorite activities like sporting games (baseball, basketball, football), family team games (relay races, hot potato, tug of war) and putting on talent shows, families are getting creative and planning family portrait sessions (69.9 percent), hosting karaoke (18.8 percent) and even organizing cook-offs (28 percent). Additionally, almost all families (97 percent) are designing custom t-shirts and accessories for their reunions to unite attendees and provide family members who were unable to join a piece of the experience.

“It was really exciting for us to see that 67 percent of families we surveyed travel over 250 miles to get to a reunion and that 57 percent of reunions last for an entire weekend,” says Wendy Connell, vice president of marketing at [CustomInk](http://CustomInk.com). “Whether it’s at the beach, a cruise getaway, or a trip to the mountain lodge, we know that family reunions are an important part of bringing generations together and countless families are dedicated to having them year after year.”

To help serve the growth of family reunion vacations, CustomInk’s **T-shirts and Genes: Family Reunion Contest** will ask entrants to submit a photo of themselves and at least three of their family members with a brief photo caption that details how they would use \$1,500 from CustomInk to help unite their family this year. All submissions will be judged based on how closely the story relates to uniting family (30 percent), group spirit (25 percent), creativity/originality (35 percent) and fan voting (10 percent).

The contest will be open from June 4, 2015 – June 25, 2015 with the winner announced on July 6, 2015. To enter, you must be a U.S. resident over the age of 18 and submissions can be sent by visiting [www.facebook.com/customink](http://www.facebook.com/customink). One grand prize winner will receive a \$1,500 gift card, plus up to \$1,000

in custom family reunion apparel and accessories from CustomInk, and access to a professional photographer to capture key moments at the upcoming reunion. Three secondary winners will receive a voucher for \$500 worth of custom products from CustomInk.

“We hear so many touching stories from our customers about the creative ways they bring generations together, that it inspired us to think of what we can do to make their experience with CustomInk easier and better,” says Sean Murphy, executive vice president of e-commerce at [CustomInk](#). “In time for these summer celebrations, we have launched a new feature that makes it possible for all family members to select the sizes and quantities they need and only pay for their individual order, removing the burden from the reunion organizer to cover costs for the entire extended family. We are already hearing great feedback from our customers.”

CustomInk’s new [Group Order Form](#) feature simplifies the ordering process for groups. Whether a family, club, team, or business, groups can now coordinate sizing requests and individual payments online, reducing the hassle of guessing sizes and collecting money offline.

To learn more about CustomInk and start designing your own custom products visit [customink.com/family](http://customink.com/family).

*\*Survey conducted by CustomInk via SurveyMonkey in May 2014 with 420 respondents*

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### **About CustomInk**

[CustomInk](#) is the leading online provider of custom apparel and accessories for groups and occasions. CustomInk believes that t-shirts and other custom products have the power to bring people together and strengthen their sense of community. CustomInk combines an easy online Design Lab with personal customer care to help its customers create the perfect design for any club, school, business, team, or charity. CustomInk created [Booster](#) to make it easy for groups to raise money and awareness through the sale of custom products, and [Pear](#) is a platform that helps connect grassroots groups and events with national and local brand sponsors. CustomInk is based in Fairfax, Virginia with offices in Charlottesville, Virginia; Reno, Nevada; Dallas, Texas; Boston, Massachusetts; and Chicago, Illinois.