



SEARCH ALL

All Local News Jobs Directory More »



SPONSORED BY:



HOME OBSERVER ECCENTRIC HOMETOWN WEATHER VOICES & VIEWS OBITUARIES COMMUNITY LIFE SPORTS CLASSIFIEDS CUSTOMER SERVICE

RSS Feeds Mobile Site Photo Galleries Videos E-Newsletters Twitter Facebook Staff Directory



Comment, blog & share photos  
Log in | Become a member | Search people

POWERED BY YOU AND THE **Observer & Eccentric Hometown**

## Local women create T-shirt company promoting Michigan

### Local women create T-shirt company promoting Michigan

SEPTEMBER 17, 2009

[Post a Comment](#) [Recommend\(1\)](#) [Print this page](#) [E-mail this article](#) [Share](#) [?](#)

By Annette Jaworski

CORRESPONDENT

ADVERTISEMENT

A recent column by Mitch Albom said it all. "We're not the gum on the bottom of the country's shoe," exclaimed South Lyon resident Lisa Burnia.

In tears and frustration, Burnia, and her longtime friend, Terri O'Brien, watched as [auto](#) executives were begging Congress for help. They knew something had to be done. The job losses in the auto industry were affecting their families, friends and neighbors.

"There was a lot of tears and anxiety over what was going on in Washington," said Burnia, whose husband and family members held jobs in the auto industry.

Tired of the black cloud hovering over the state, the two knew it was time for some positive action. Both agreed it was not only important to promote Michigan and Michigan made products, but also to find a way to help those in need. From there they created MichICAN, the concept that produced T-shirts with the focus on helping unemployed workers.

If you've grown up or live in Michigan you can identify with the "Mitten" shape that portrays the outline of our state. The Mitten inspired one of their popular T-shirt slogans proclaiming "Don't Mess With the Mitten."

"It's like our own inner secret," explains Northville resident, Terri O'Brien. The other T-shirt design proudly states "MichICAN."

Plain T-shirts were purchased locally from Broder Brothers in Plymouth, and were sent to Identity Source in Livonia for screen printing.

Their commitment to Michigan is equally matched by their devotion to charity and the duo has been donating a portion of their profits to three local organizations. These include the Schoolcraft Foundation, which O'Brien has served on the board of directors, Gleaners Food Bank and Bridgepointe. The Schoolcraft College Foundation was founded in 1966 to aid those in [financial](#) need to pursue higher education.

Cindy Landry, owner of "After The Rain" in Milford met Burnia in her shop. When she heard about the T-shirts Landry responded, "I have to have those for Milford Memories."

1 | 2 Next Page

[In Your Voice](#) | [READ REACTIONS TO THIS STORY](#)

Hide Comments ▲

ADVERTISEMENT

### More News Headlines

[Livonia Police, Schools awarded \\$231,000 in grants to upgrade safety](#)

[Canton police seek suspect in Domino's heist](#)

### Latest Headlines

[Canton police seek suspect in Domino's heist](#)

[KLAA BOYS SOCCER: Rocks grab dramatic win over Wildcats](#)

[ADS BY PULSE 360](#)

[Get Listed Here](#)

[\\$63/Hr Job - 112 Openings](#)

[Work 3 - 4 Hours/Day, Your Schedule, Make \\$5K/M, Easy Computer Work.](#)

[www.UsDreamJobs.com](#)

[Plymouth Refinance at 4.37% FIXED!](#)

[\\$160,000 mortgage for \\$633/mo. Free. No Obligation. Get 4 Quotes!](#)

[www.LendGo.com](#)

[Top-Ranked Online Degrees](#)

[Official Site For U.S News® Online Degree Programs](#)

[USNewsUniversityDirectory.com](#)

You must be logged in to leave a comment. [Login](#) | [Register](#)

1000characters left



Partners: [Jobs: CareerBuilder.com](#) [Cars: Cars.com](#) [Apartments: Apartments.com](#) [Shopping: ShopLocal.com](#) [Homes: Homefinder.com](#)

[Home](#) | [Observer](#) | [Eccentric](#) | [Hometown](#) | [Weather](#) | [Voices & Views](#) | [Obituaries](#) | [Community Life](#) | [Sports](#) | [Classifieds](#) | [Customer Service](#) | [Site Map](#)

[Terms of Service](#) | [Privacy Policy](#) | [Contact Us](#) | [Subscribe](#)

Copyright ©2009 the Observer & Eccentric Newspapers and Hometown Weeklies

Use of this site signifies your agreement to the [Terms of Service](#) and [Privacy Policy](#) , updated March 2009.