

**“LIFT LOGAN UP”**  
**Press Release**

July 26, 2010

**To:**

Bryan Broadcasting: Mary Mike Hatcher  
Bryan / College Station Chamber of Commerce: Royce Hickman, Diana Connor  
C.C. Creations: Kenneth Lawson, Erin Gage  
KBTX: Mike Wright  
MacResources | Facebook: Carolyn Turk  
Prayers For Logan Schaefer | Facebook: Blair Schaefer  
The Battalion: Vicky Flores  
The Eagle: Kelly Brown  
Twinz Co. Marketing: Lina Lawson, Tina Gandy

**Project:**

T-Shirts in support of Logan Schaefer

**Details leading up to project:**

Logan Schaefer, the 14-year-old son of Texas A&M women's associate head basketball coach Vic Schaefer was hospitalized in Tyler's East Texas Medical Center ICU Unit after suffering a severe head injury from a wakeboarding accident while attending camp on Monday, July 12th.

Logan was moved to TIRR Memorial Hermann, the Institute for Rehabilitation and Research in Houston, Texas on Thursday, July 23<sup>rd</sup> where Logan is going through rehabilitation for his head injury. TIRR treats people with a range of complex conditions.

**Reason for project:**

“LIFT LOGAN UP” is an opportunity to develop a support system for Logan and the Schaefer family during Logan’s recovery. There has been an outpour of people wanting to assist the Schaefer family since Logan's accident. With much thought, this is the way we thought we could give back. C.C. Creations has a strong connection to the family and to women's basketball, so there was no hesitation on their part to help.

The shirts are being developed to lift Logan up to show him the community of support he has within Aggieland as well as ACROSS THE COUNTRY! Due to Logan not being in the position to take visitors at this time because of recovery, this is our way of showing him he is in our thoughts, our prayers, and in our hearts as he faces the day-to-day challenges of healing. This shirt represents our arms wrapped around the Schaefer family and lifting them up during the months ahead. The proceeds of the t-shirts are noted below.

**Meaning of the design:**

“**LIFT LOGAN UP**” was designed by Twinz Co. Marketing and the silhouette is of a person who is wakeboarding. The image is actually Logan Schaefer from a photo of when he was catching air. It was redrawn and made into a silhouette and placed on top of the letters “**LIFT LOGAN UP**”. The small center back is “**LLU**” which signifies “**LIFT LOGAN UP**”.

**T-Shirt details (pricing and distribution):**

- 1) T-Shirts are \$10
- 2) Local purchases are at the C.C. Creations sales office at  
1311 Wellborn Road  
College Station, Texas  
Hours: 8 a.m. – 6 p.m.  
Monday - Friday
- 3) Online at [cctentsale.com](http://cctentsale.com) or on [texags.com](http://texags.com)
- 4) Sizes available:  
Adult S – XXL  
Youth YS - YL

**Proceeds:**

The proceeds from “**LIFT LOGAN UP**” will benefit two affiliations. Half the proceeds will benefit The East Texas Medical Center Trauma ICU Unit in Tyler, Texas. This is the location that the doctors saved Logan's life in surgery after his wakeboarding accident.

The other half will benefit TIRR Memorial Hermann, the Institute for Rehabilitation and Research where Logan is going through rehabilitation for his head injury. TIRR treats people with a range of complex conditions.

C.C. Creations looks forward to raising funds for these two organizations that were so instrumental in Logan's rescue and recovery.

**Additional Information:**

Become a fan on Facebook at “Prayers for Logan Schaefer” for updates.