

March 3rd, 2015

Cathie Anderson
Business Columnist
The Sacramento Bee
2100 Q. St
Sacramento, CA 95816

Dear Cathie:

January 1st 2015, the people of the City of Sacramento received the greatest gift that could change the face of the city forever.

The launch of the website for Cool Code Clothing , www.CoolCodeClothing.bigcartel.com, was gift to Sacramento from one of its own, honoring the unique style that has been associated with the city.

Cool Code Clothing is currently in its beginning stages, but has surely taken off to become part of the face of Sacramento, California. It was created by Sacramento native, Rashaad Smith, in honor of the progression of the city and its people as a whole.

Cool Code Clothing is more than just some T-shirts and sweaters with a nice logo on it. The clothes represent the popular, graffiti inspired styled of the urban youth of the city. Smith designed this line for the people of his hometown to have something they can call their own.

Smith wants to use the success of Cool Code to inspire the young people of Sacramento to believe that they are more than they neighborhood they come from. The line is supposed to instill pride and empowerment in the youth of the city. Many of the city's popular young athletes and models have taken a liking to Cool Code Clothing.

A few of the players of one of the city's most prominent high school basketball teams, the Sac High Dragons, have even shown their support. Cool Code has been showcased in many of the city's well-known sporting events and social activities, like the city's MLK March and Sacramento's Clothing Line Consignment.

Cool Code Clothing is becoming the brand of the next generation of the City of Sacramento. We, here at Cool Code, look forward to giving the fashion world a taste of SacTown.

Sincerely,
Kamarri Dates
Director of Public Relations