

FOR IMMEDIATE RELEASE

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McKinley Park, Central Manufacturing District T-Shirts Among First Merchandise from the *McKinley Park News*

CHICAGO – McKinley Park neighborhood residents, fans and friends can show their community pride with new t-shirts for McKinley Park and the Central Manufacturing District, part of the first merchandise offered by the *McKinley Park News*.

“Our neighborhood hasn’t had a t-shirt since the old mckinleypark.org shirts that the McKinley Park Advisory Council produced several years ago,” said *McKinley Park News* Publisher Justin Kerr. “I and I’m sure many other residents have wanted more apparel that celebrates our neighborhood.”

Three varieties of shirt designs are available at the *McKinley Park News* online store, accessible at <https://mckinleypark.org> and <https://mckinleypark.bigcartel.com>.

In addition to a “McKinley Park Nouveau” pattern that harkens to turn-of-the-century lettering and art nouveau design, a shirt featuring the Central Manufacturing District reincarnates an architectural medallion stolen during rehabilitation of the district’s historic former post office.

“When I saw a photo of the purloined medallion, I was struck by how elegantly its design presented the pride and spirit of historic local enterprise,” Kerr said. “It makes a great t-shirt.”

A third available shirt highlights the Local News LLC brand and promotes the mckinleypark.news website domain.

All of the shirt graphics are original designs Kerr created for the purpose of illustrating apparel. A banner advertising campaign in the *McKinley Park News* website and email newsletter – and social media promotion – help get the word out, he said.

Proceeds from merchandise sales go toward supporting neighborhood news, reporting and features on the *McKinley Park News*, Kerr said.

“As we’ve discovered through collaborating with other publishers in groups like LION [Local Independent Online News], multiple revenue channels can really help a small news publication’s sustainability,” he said.

Kerr said he hoped that residents like and purchase these McKinley Park neighborhood and Central Manufacturing District t-shirts. “I’m looking forward to wearing them myself,” he said.

ABOUT THE MCKINLEY PARK NEWS

The *McKinley Park News* is a micro-local online publication covering the McKinley Park Community

Area and Central Manufacturing District of Chicago from its website at <https://mckinleypark.news>. Its features include original news reporting, a comprehensive calendar of neighborhood events and an interactive membership and subscription system. Online as a neighborhood resource since 2012, the *McKinley Park News* launched its commercial operations in 2019 as a publication of Local News LLC. It is a member of the Local Independent Online News (LION) media association, the Chicago Independent Media Alliance (CIMA) and the 36Squared Business Incubator.

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Resources:

McKinley Park News website:

<https://mckinleypark.news>

McKinley Park News online store:

<https://mckinleypark.org> and <https://mckinleypark.bigcartel.com>

Central Manufacturing District T-shirt product page:

<https://mckinleypark.bigcartel.com/product/central-manufacturing-district-chicago-t-shirt>

McKinley Park T-shirt product page:

<https://mckinleypark.bigcartel.com/product/mckinley-park-nouveau-t-shirt>

Local News T-shirt product page:

<https://mckinleypark.bigcartel.com/product/local-news-mckinley-park-news-t-shirt>