

World's biggest Candy T-shirt – Made in Taiwan

Taipei/Taoyan 2012-09-10

The world's biggest Candy T-shirt - Made in Taiwan - will be officially presented to the public on 2012-09-10. It is suggested for world record and will be donated for charity to educate children taking own responsibility for their daily diet and lifestyle.

The world's biggest Candy T-shirt is made of cotton and is 100 cm high and 130 cm wide. The weight is more than 10 kg; some 10.000 candies composed of more than 300 different kinds are arranged on the front side to present a Christmas scenery and on the back side to show a phantastic landscape. It took more than 90 hours to create it. Three adults or up to eight children can wear the world's biggest Candy T-shirt at the same time.

“We want children to learn how to take responsibility for themselves and to how to make an own decision about what is right and what is wrong, “ says Oliver Hickfang, CEO of the German/Taiwanese DIY T-shirt company “Juuway” in Taipei. “Being responsible for your live is like DIY your life – do it yourself”.

The world's biggest Candy T-shirt will draw attention from everybody who is willing to donate money for a special education plan for children. This training will show how to grow up by assuming responsibility for themselves.

“It is common sense that everything which is forbidden becomes even much more interesting”, explains Tung-Liang Hsieh, owner of the San Yang candy shop in Taoyan which exists since 1961. “We actually all know: The best way is not to ban or prohibit things but to provide the best education how to handle life and its challenges. Handling things with self-consciousness and responsibility – for example the consumption of sweets – is the smartest way to develop a sustainable and beneficial lifestyle.”

Oliver and Tung-Liang came up with this idea to create the world's biggest Candy T-shirt and to educate children while watching a German TV-show about bubble tea which recently became very popular in Germany. In that show a paediatrist stated that 95% of all bubble tea ingredients in the world are produced in Taiwan and contain not only artificial colours and flavours but ingredients which are poison to the human body and therefore should be forbidden. Furthermore the paediatrist stated that Taiwan got no food quality control at all and small bubbles might kill children younger than 7 years old by getting swallowed the wrong way. Knowing that this statement is not true Oliver and Tung-Liang planned to set a good sign and to show the international media that Taiwan's children are able to handle their diet in a good and responsible way.

The world's biggest Candy T-shirt will be displayed from 2012-09-30 until Christmas 2012. Everybody is called to donate a reasonable amount of money to support the education plan for children and to support this event in general. The money will be 100% used for the education plan and the event. The world's biggest Candy T-shirt will go on a road show after Christmas 2012 throughout Taiwan to be displayed in schools, companies and shopping malls.

Interested parties are invited to register for it.

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Juuway is the German/Taiwanese DIY Company based in Taipei. Juuway is the interactive Internetplatform where anyone can design and promote personalized DIY T-shirts themselves. More info at <http://www.juuway.com/tw/about-us> and <http://www.juuway.com/tw/press-relations>
Juuway – your DIY T-shirt designer. www.juuway.com

San Yang LLC is established at 1961. San Yang is specialized in snacks. It offers more than 1,000 quality snack selections in store or online. The vegetarian jerky is the all time favourite. More info at <http://www.snacks.com.tw/about.asp> and <http://www.snacks.com.tw/order.asp>
San Yang Snacks Shop. <http://www.snacks.com.tw/>

More pictures with high resolution for PR use are available for download:
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