



## About Ken Canion

Known across the country as “America’s Most Passionate Speaker”, Ken has inspired thousands to transform their lives. As a motivational speaker, leadership, and branding expert, he captivates audiences with his energy, humor, and straight-forward style of motivation.

He is a cutting edge entrepreneur and marketing guru.

Ken is the founder of three successful grassroots companies that have been featured in Black Enterprise, Source, and Essence magazines. He has also been highlighted on CNN, QVC, and the Home Shopping Channel. Recently, Ken was a contestant on NBC’s hit reality show “The Biggest Loser”.

He is the author of 5 books: *God, I Ain’t Trying to Hear All That*, *Leadership In The Real World*, *Help, My Mind is Fat*, and *Destination Transformation*.

His latest book is called *My Life Is Worth Living: 7 Reasons Why* - This book is a self-esteem guide for youth.



Affirmation Apparel is a wholly own subsidiary of The Ken Canion Group



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# OUTERWEAR FOR THE INNER YOU!



**AFFIRMATION APPAREL** by Ken Canion





Affirmation Apparel® is the first-of-its-kind outerwear created to affirm those that wear it. Its positive messages of hope, belief, and individual well-being have been designed in a fresh, modern and creative way.

Our line is beautiful, trendy, and stylish. Our shirts have been created to become your own unique canvas of self-expression. This high-quality apparel creates a lasting image that not only makes you look great, but also helps you to feel outstanding every time you put it on. We are committed to the idea of letting people be who they are and not some generic copy of another person. Each collection is crafted to be as unique as the individuals who wear them.

Affirmation Apparel currently offers nine beautiful and distinctly different messages on deep, richly-colored t-shirts. Each shirt is unique. No two designs are alike. And each t-shirt comes in only one specific color. Our goal is for each shirt to have its own style and character so that you will want to collect them. They are created from the highest quality cotton, specifically for our brand.



**Description: Greatness Pink**  
 BWDFG \$29.95 Basic Women  
 BYDFG \$19.95 Basic Youth (Girls)



**Description: Greatness Red**  
 BMDFG \$29.95 Basic Men  
 BYMDFG \$19.95 Basic Youth (Boys)



**Description: Fall In Love**  
 BMLOVE \$29.95 Basic Men  
 BWLOVE \$29.95 Basic Women  
 BYLOVE \$19.95 Basic Youth



**Description: Passion**  
 BMLWP \$29.95 Basic Men  
 BWLWP \$29.95 Basic Women  
 BYLWP \$19.95 Basic Youth

All women's shirts are form-fitting. This shirt is an example.

**Basic Crew Collection**

**Adult Shirt Description:**  
 100% combed, ring spun cotton, 4.1 oz  
 Perfect short-sleeve crew  
 1x1 set-in ribbed collar  
 Double-needle stitching on sleeves and bottom hem  
 No tag or label in neck

Men Sizes: M, L, XL, 2XL, 3XL  
 Women Sizes: S, M, L, XL, 2XL

**Youth Shirts:**  
 100% heavy cotton  
 5.3 ounce. Seamless collar  
 Double-needle stitching

Youth Sizes: S, M, L



**Description: Change You**  
 BMCY \$29.95 Basic Men  
 BWCY \$29.95 Basic Women  
 BYCY \$19.95 Basic Youth



**Description: My Dream**  
 BMMD \$29.95 Basic Men  
 BWMD \$29.95 Basic Women  
 BYMD \$19.95 Basic Youth



**Description: Believe**  
 BMIB \$29.95 Basic Men  
 BWIB \$29.95 Basic Women  
 BYIB \$19.95 Basic Youth



**OCEAN WASH COLLECTION**

Premium quality, distressed and washed, short sleeve crew with ocean wash. 30 single, 100% combed, ring spun cotton. Pre-shrunk. 4.1 oz. Garment dyed. Super-soft vintage wash and hand-distressed.

Men Sizes: M, L, XL, 2XL, 3XL  
 Women Sizes: S, M, L, XL, 2XL  
 Youth Sizes: S, M, L



**Description: Persistence**  
 DTMPEP \$34.95 Ocean Men  
 DTWPEP \$34.95 Ocean Women  
 DTYPER \$24.95 Ocean Youth



**Description: My Life**  
 DTMLWL \$34.95 Ocean Men  
 DTWLWL \$34.95 Ocean Women  
 DTYLWL \$24.95 Ocean Youth



**Description: Seed Of Greatness**  
 DTMSOG \$34.95 Ocean Men  
 DTWSOG \$34.95 Ocean Women  
 DTYSOG \$24.95 Ocean Youth