

## T-shirt maker aims to raise awareness of global warming



SEAN SPERRY/CHRONICLE

Otto Pohl wears one of the T-shirts he made to raise awareness about global warming. The shirts feature animals endangered by global warming along with the slogan "start global cooling."

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Not believing in global climate change is like not believing in gravity, according to Otto Pohl.

"It's not a question of belief," he said.

So he and his wife, Anne Sherwood, are trying to do something about it, one T-shirt at a time.

"We realize we're not going to fix the world with this," he said. "But it's something we can do."

What they're doing is selling colorful American made T-shirts that carry the slogan "start global cooling" beneath a picture of a creature endangered by global warming.

The first models portray a penguin standing in a puddle of melted water and a baby polar bear floating on a shrinking piece of ice.

Future models include a tree frog and a

Bengal tiger, both species at risk from global warming.

"The T-shirts are a billboard for change," Pohl said. "Raising awareness of this issue is the only way we're going to make a difference."

Pohl and Sherwood, both journalists, are running the T-shirt business as a part time enterprise from a fourth floor office in the Bozeman Hotel on East Main Street. They call their company Darwin Design Clothing Company. They selected that name because "it's time we evolved our collective thinking."

Pohl, 38, calls himself the chief evolution officer. Sherwood, 37, says she's "peripheral" to the business, but her semi-official title is "creative guru."

The T-shirts are made in the United States of high quality cotton, and with no sweat shop conditions. They are printed in Bozeman by Big Sky Printing and the artwork was created by Bozeman artist Ralph Wiegmann. Ten percent of net proceeds go to

Earth Island Institute, one of the leading nonprofits working on global warming issues.

The concept of global warming is so huge that it can seem overwhelming. But the couple says there are plenty of things that individuals can do: walk or bike instead of drive; use energy-saving light bulbs; use a clothesline instead of a dryer; insulate buildings. The list goes on.

Pohl said he's pretty optimistic that the world can address global warming, and do so profitably.

"It's probably going to be easier to solve and bring more benefits than anybody thought possible," he said. "Once the demand for change is out there, it will all go much more quickly than people think."

The T-shirts are available locally at Cactus Records and Shoefly shoes or through Pohl's Web site at [www.darwindesignclothing.com](http://www.darwindesignclothing.com)

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