



**CALVERT COUNTY
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News Release

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¿Habla Español?

North Beach Merchant Brings Spanish-Themed T-Shirts to Southern Maryland

PRINCE FREDERICK, Md. – February 15, 2008 – Su Crutchfield is a self-described *Latinophile* who has a love for everything Latin, especially the language. She has turned that passion into a business making custom-designed T-shirts with positive messages in Spanish and sold through the Latinophile Collection from her company, Wild Lily Designs.

“I am embracing the Latin explosion,” says Crutchfield. “This is such a neat time in history when so many people are speaking two languages fluently. I hope my shirts, even in some small way, can help people connect and start talking together.”

According to the U.S. Census Bureau, as of July 1, 2004, more than 41 million people in the United States were Hispanic, making them the nation’s largest race or ethnic minority. Hispanics currently constitute 14 percent of the nation’s total population and it is projected that by 2050, there will be more than 102 million Hispanics in the United States, or 24 percent of the total population.

With such slogans as *¡Bailemos!* (“Let’s Dance!”) and *Bienvenidos a Todos* (“Welcome to All”), the tastefully designed shirts are becoming a hit with both Latinos and non-Spanish speakers. “Young people really love them,” said Crutchfield. “They seem to be tuned into Spanish – maybe because they’ve studied it in school or been exposed to the language more than their parents have. It may be a simple thing, but if a T-shirt can help us reach across cultural lines and understand each other a little better, I think that’s a good thing,” she says.

For more information on Wild Lily Designs, visit online at www.WildLilyDesigns.com, e-mail info@wildlilydesigns.com or call 888.280.LILY or 301.855.2260.

For more information on the Calvert County, Maryland, Department of Economic Development and the services available to assist County businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to info@ecalvert.com, or visit our Web site at www.ecalvert.com.

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