



DAN EDWARD McCLURE

Dan McClure began selling T-shirts to raise money for his Towson State University lacrosse team in 1989. He has turned that little fund raising effort into a thriving screen printing and advertising specialty business with over 4,000 clients worldwide. The company will celebrate its 10 year anniversary in the coming year.

Building the business from a door-to-door endeavor, Dan spent time during college producing and selling tee shirts to 47 campuses on the east coast, having free lance artists design his shirts and a few friends helping him sell them at weekend events.

In 1992, East Coast Sportswear was selected to print 4,000 shirts for Opening Day for the Baltimore Orioles at the brand new ballpark, Oriole Park at Camden Yards. It was a tough deadline, since the date printed on the shirt was not confirmed until a few days before the game. Sales for the special "Inaugural Season" shirts reached 100,000 customers that year. Since then, tee shirts from East Coast Sportswear & More are always for sale at the ballpark.

With exceptional customer service and a 24 hour/7 days a week availability, East Coast Sportswear added a complete line of advertising specialties (mugs, pens, awards, etc.) in 1995 to accommodate the growing needs of their clients. The name of the company was then changed to East Coast Sportswear & More, to cover all areas of growth in the next few years.

East Coast Sportswear



Dan is an avid supporter of mentoring and internship programs. He regularly employs several college students to give them a taste of entrepreneurship and help them work their way through school. The students help the company to keep a fresh perspective on what is "in."

Dan also is active in community events and fund-raisers, not only participating in charitable events, but making generous donations to the event organizations. Giving back to the community is essential to his philosophy.

A Maryland native, Dan was born in Havre de Grace, Maryland and now lives in White Marsh, Maryland with his wife & co-owner of the company, Deborah.

East Coast Marketing & Promotions

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