



## COTTON INCORPORATED

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### **University Students Drop Their Jeans For A Good Cause** ***Cotton. From Blue to Green.® Encourages Denim Recycling on Five University Campuses This Fall***

**New York, NY** – Cotton Incorporated launched the **Cotton. From Blue to Green.®** denim recycling program across five universities again this fall as a call to action to recycle old denim and give it a “new life” by converting it into natural cotton fiber insulation. The program is a direct appeal to the demographic and will encourage coeds to *drop their jeans for a good cause.*

The **Cotton. From Blue to Green.®** denim recycling program will be at the following five schools: University of Kentucky, University of Nevada - Reno, Boise State University, James Madison University and Quinnipiac University.

“The **Cotton. From Blue to Green.®** denim recycling program is a great way to speak to college students about cotton, specifically denim, and generate awareness among their peers about its sustainability and ability to be recycled and reused,” says Andrea Samber, Spokesperson, Cotton Incorporated. “We know that young people today are eager to make a difference, and this is a unique way to help others in need.”

Cotton Incorporated and Bonded Logic, the leading manufacturer in natural cotton fiber insulation, partnered for the 2006 launch of the **Cotton. From Blue to Green.®** denim recycling program. The collected denim is given new life by converting it to UltraTouch™ Denim Insulation and providing it to communities in need to assist with building efforts, often in areas affected by natural disasters.

In addition to working with students on college campuses, the denim recycling program continues to gain momentum by partnering with retailers and consumers throughout the nation. Since the program began, the **Cotton. From Blue to Green.®** program has recycled more than half a million pieces of denim, which is enough to create natural cotton fiber insulation for more than 1,300 homes and buildings.

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At each university, the denim recycling program will encourage students to collect denim from the student population as well as from the surrounding community. Efforts of the University of Kentucky will be facilitated by the Merchandising, Apparel, and Textiles (MAT) Club, while local chapters of the Public Relations Student Society of America (PRSSA) will lead the program at the University of Nevada - Reno, Boise State University, James Madison University and Quinnipiac University.

The program will be promoted on each campus via multiple channels, as well as online at [www.CottonFromBlueToGreen.org](http://www.CottonFromBlueToGreen.org) with information about the campus denim drives and the process of recycling denim into insulation.

Cotton Incorporated is working with Scout Sports & Entertainment to execute the fall university **Cotton. From Blue to Green.**® denim recycling program.

#### **About Bonded Logic**

With more than 35 years of insulation experience, Bonded Logic Inc. markets and manufactures a wide range of thermal and acoustical insulation products for multiple industries. Based in Chandler, Ariz., Bonded Logic offers a superior performing natural fiber product to meet every insulation need, while keeping consumers and the environment safe and healthy. The company is best known for its UltraTouch™ Denim Insulation – sourced entirely of post-consumer blue jeans and is free of harsh chemicals. Bonded Logic is an OEM supplier to leading manufacturers in various industries. Bonded Logic's products are widely available throughout the United States. For more information or to find a distributor, visit [www.bondedlogic.com](http://www.bondedlogic.com).

#### **About Scout Sports & Entertainment, a division of Horizon Media, Inc.**

Scout is the sports and entertainment division of Horizon Media Inc., the largest independent media services firm in the world. Horizon was chosen as 2010 U.S. Media Agency of the Year by *Adweek/Brandweek/Mediaweek* as well as by *AdAge* and as one of the world's ten most innovative marketing and advertising companies by *Fast Company* in 2011.

Scout offers a full range of sports, entertainment and event marketing capabilities, including sponsorship consulting services, research, negotiation, acquisition, activation and compliance. Other disciplines include event strategy and execution services, as well as measurement, metrics and analytics.

The division is led by Michael A. Neuman, a recognized leader in sponsorship, event marketing and strategic alliances. For more information, please visit <http://www.horizonmedia.com/pages/79-scout-sports-and-entertainment>.

#### **About Cotton Incorporated**

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton.

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