



## COTTON INCORPORATED

488 MADISON AVENUE • NEW YORK, NEW YORK 10022-5702  
TELEPHONE (212) 413-8300 • FAX (212) 413-8377 • <http://www.cottoninc.com>

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### **University & College Students Help Blue Jeans Go Green™ Reach 1 Million Pieces of Denim Collected for Recycling** *Denim Recycling Encouraged on Campuses This Fall*

**New York, NY** – Cotton Incorporated announces the **Blue Jeans Go Green™** (formerly **Cotton From Blue to Green™**) denim recycling program on college and university campuses again this fall as a call to action to recycle old denim and give it “new life” by converting it into natural cotton fiber insulation. This year marks a milestone for the **Blue Jeans Go Green™** denim recycling program in that nearly one million pieces of denim have been collected since the program began in 2006.

The **Blue Jeans Go Green™** denim recycling program will be on campus at the following schools this fall: University of Kentucky, Texas Tech, and FIDM/Fashion Institute of Design and Merchandising in Los Angeles, San Francisco, Orange County and San Diego.

“The **Blue Jeans Go Green™** denim recycling program is a great way for college students to generate awareness among their peers about cotton and its ability to be recycled and reused,” says Andrea Samber, Spokesperson, Cotton Incorporated. “This year, we are excited to work with these participating schools and campus organizations in reaching the milestone of collecting one million pieces of denim.”

Cotton Incorporated has partnered with Bonded Logic, the leading manufacturer in natural cotton fiber insulation, since 2006, when the **Cotton From Blue to Green™** (now **Blue Jeans Go Green™**) denim recycling program first launched. The denim collected on college campuses is converted to UltraTouch™ Denim Insulation and provided to building organizations working in communities in need, often in areas affected by natural disasters, and other community-based civic buildings.

In addition to working with students on college campuses, the denim recycling program continues to gain momentum by partnering with retailers, consumers and corporate social responsibility programs across the nation. All denim collected through the **Blue Jeans Go Green™** program is recycled into UltraTouch™ Denim Insulation, and a portion of this insulation, up to approximately 250,000 square feet, will be distributed to communities in need.

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To date, the **Blue Jeans Go Green™** program has received more than 980,000 pieces of denim, which equals approximately 2 million square feet of insulation. As a result, over 600 tons of denim have been diverted from landfills. And denim drives on campuses make a big impact! More than 125,000 pieces of denim have come directly from college denim drives. On each campus, the denim recycling program encourages students to collect denim from the student population as well as from the surrounding community. The campus denim drive is a grassroots student-run campaign designed to educate campus communities about the natural, renewable and recyclable attributes of denim.

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

Cotton Incorporated is working with Sparks to execute the fall university **Blue Jeans Go 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 Sparks**

Sparks is a leading global provider of integrated event marketing solutions that connect client with customer, increase brand awareness and loyalty, and drive sales. Our core competencies include the strategy, creative, production, management, marketing and measurement of trade show exhibits, events and meetings, consumer activations, brand environments, audience engagements, custom retail fixtures and other related marketing platforms. Sparks prides itself on its global presence and utilizes 8 locations to serve 200 corporations in 59 countries worldwide. Discover how Sparks can drive brand performance at [www.sparksonline.com](http://www.sparksonline.com).

#### **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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