



RELEASE: Feb. 13, 2014

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**COTTON INCORPORATED ANNOUNCES DENIM RECYCLING CHALLENGE
FOR NASCAR NATIONWIDE AND SPRINT CUP SERIES TEAMS
NASCAR Teams Invited to Compete in Denim Recycling For A Cause**

NEW YORK – Cotton Incorporated announced today a denim recycling challenge for NASCAR Sprint Cup and Nationwide Series teams that will be competing at the **Blue Jeans Go Green™ 200** presented by Cotton, **The Fabric of Our Lives®** NASCAR Nationwide Series race weekend at Phoenix International Raceway on Saturday, March 1.

Ahead of the race, teams are being encouraged to recycle old denim in **Blue Jeans Go Green™** bins located in team offices. Every piece collected adds another entry for that organization to win a drawing for a catered team lunch and a CV Products gift certificate.

“We wanted to generate excitement for the **Blue Jeans Go Green™ 200** within the NASCAR community and decided what better way than to have teams do what they do best and that’s compete,” said Andrea Samber, Co-Director, Strategic Alliances, Cotton Incorporated. “The challenge combines friendly competition with a chance to help the environment and communities in need; as well as generate enthusiasm for the program and race weekend.”

The upcoming **Blue Jeans Go Green™ 200** will be supported by an at-track recycling program in which race weekend attendees will be able to drop off any type of denim at one of four collection bin locations set up around the track. Phoenix International Raceway is proud to provide a 20 percent discount on tickets to the November 2014 PIR NASCAR Nationwide Series race to fans that recycle denim with **Blue Jeans Go Green™** during the Spring race weekend. Denim collected by NASCAR fans and teams will be recycled into UltraTouch™ Denim Insulation by Bonded Logic, Inc. headquartered in Chandler, Arizona, and a portion of the insulation will be given to Habitat for Humanity Central Arizona.

To date, **Blue Jeans Go Green™** has diverted more than 600 tons of waste out of landfills and generated approximately 2 million square feet of UltraTouch™ Denim Insulation to assist with building efforts in communities in need. Habitat for Humanity Central Arizona will be one of the primary beneficiaries of insulation manufactured from denim collected during the **Blue Jeans Go Green™ 200** race weekend.

“Cotton Incorporated’s world headquarters is located in North Carolina, home to the majority of NASCAR teams,” explains Samber. “This platform lets the **Blue Jeans Go Green™** denim recycling program communicate with a new and exciting audience that’s right in our own backyard.

For more information about the program, please visit www.BlueJeansGoGreen.org.

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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. For more information, please contact James Pruden at 212-413-8306 or jpruden@cottoninc.com.

About Phoenix International Raceway:

Since 1964, Phoenix International Raceway has been the premier motorsports venue in the Southwest. Host to some of the most notable moments in motorsports history, PIR will celebrate its 50th Anniversary throughout the entire 2014 season. As the only track in the West to have two NASCAR Sprint Cup Series weekends a year, PIR will help kick off the 2014 NASCAR season with its traditional March date and round out the year with the semifinal race for the Chase for the NASCAR Sprint Cup in November. Season tickets for 2014 are available by visiting PhoenixRaceway.com or calling 866-408-RACE (7223).

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.

About Habitat for Humanity Central Arizona:

Habitat for Humanity Central Arizona (HFHCAZ) is a non-profit 501(c)(3) organization that builds, renovates and repairs homes in partnership with families in need. Serving Arizona since 1985, HFHCAZ (an affiliate of Habitat for Humanity International) is an independent, locally-run nonprofit organization which helps families of low and moderate incomes become homeowners by building and partnering in the creation of affordable housing. HFHCAZ also builds community partnerships that promote spiritual values and individual responsibility. The Central Arizona affiliate is one of the most active of the Habitat affiliates and is responsible for building and renovating over 957 homes. Currently, the affiliate is active in Maricopa County and parts of Pinal County.