



FOR IMMEDIATE RELEASE

**COTTON INCORPORATED CELEBRATES THE 10TH ANNIVERSARY OF THE
BLUE JEANS GO GREEN™ DENIM RECYCLING PROGRAM
WITH A POP-UP ART GALLERY**

The Celebration Kicked Off with a VIP Reception Hosted by Olivia Culpo

New York – Cotton Incorporated kicked off the 10th anniversary of the Blue Jeans Go Green™ denim recycling program with a VIP reception hosted by fashion and beauty influencer Olivia Culpo in New York City's fashionable SoHo neighborhood. The celebration served as the opening of the "Blue Jeans Go Green™ Recycling Program Gallery" that merges the worlds of art and style with recycling.

VIP guests, including Jamie Chung, featured artists Jeremy Penn and Baron von Fancy, *Access Hollywood's* Scott Evans, The Band Perry's Neil Perry, actor Eric West, and many more, enjoyed DJ sets from Isaac Loves Jenny as they learned more about the seed to style to structure of the Blue Jeans Go Green™ program. Olivia Culpo, dressed in a fashion-forward cotton top by Zimmerman paired with Mother Denim, mingled with party guests and was seen taking photos with influencer Jamie Chung, who was wearing a head-to-toe denim and cotton look from Madewell. Both Olivia and Jamie Chung contributed denim for recycling through the Blue Jeans Go Green™ program.

Recycling worn denim into UltraTouch™ Denim Insulation, the Blue Jeans Go Green™ program keeps textile waste out of landfills and helps with building efforts around the country. Bringing to life the essence, social responsibility and civic-mindedness of the program, the Blue Jeans Go Green™ Recycling Program Gallery features custom artwork by New York City artists Curtis Kulig, Baron von Fancy and Jeremy Penn inspired by the Blue Jeans Go Green™ program. An ode to pinned and patched denim jackets, Curtis Kulig took what is typically a personal canvas for self-expression and translated it into a literal canvas emblazoned with his notable "Love Me" manifesto. Baron von Fancy's original catchphrase, "Once Is Never Enough," was written on cotton paper and created to encourage denim recycling. Jeremy Penn took cues from legendary "organic architect" Frank Lloyd Wright and painted one of his most iconic pieces, "Falling Water," on cotton denim to embody the upcycling component of the Blue Jeans Go Green™ program.

"For the past 10 years, the Blue Jeans Go Green™ program has been helping to close the loop on cotton sustainability, showing how the plant goes from seed to style to structure," said Andrea Samber, co-director, Strategic Alliances at Cotton Incorporated. "We are so thankful for our many partners who have become integral to the program and believe in its success as much as we do."

The Blue Jeans Go Green™ Recycling Program Gallery will be open to the public on Friday, November 18 and Saturday, November 19, from 10:00am to 6:00pm, at 170 Mercer Street in New York City. The event

is free and attendees are encouraged to bring denim to recycle. Beginning on Monday, November 21 and running until Wednesday, December 21, the artwork will be auctioned off in exchange for denim currency on ArtMarkit.com.

The Blue Jeans Go Green™ program is a call to action to collect denim from across the U.S. to divert it from landfills. After the denim is collected, it is returned to its natural cotton fiber state and then upcycled into UltraTouch™ Denim Insulation with the help of Bonded Logic Inc. Finally, a portion of the insulation is distributed to building organizations such as Habitat for Humanity to help communities in need, and through a grant program; awarding insulation to environmentally-friendly, community-based buildings. Since being founded in 2006, retailers, colleges, organizations and individuals across America have recycled over one million pieces of denim and diverted nearly 700 tons of textile waste from landfills along the way.

ABOUT COTTON INCORPORATED

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and textile products, is the research and marketing company representing upland cotton.

ABOUT BONDED LOGIC INC.

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, Arizona, 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.

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