



FOR IMMEDIATE RELEASE

Going Green on the Runway

Nacogdoches, TX – The Blue Jeans Go Green™ denim recycling program is headed back to school this fall, collaborating with student organizations at colleges and universities at three campuses around the country. The program, which was started by Cotton Incorporated in 2006, has collected over one million pieces of denim to date.

For the third year in a row, students enrolled in the Fashion Promotion course at Stephen F. Austin State University (SFASU) in Nacogdoches, Texas will be working to recycle old denim and give it new life by turning it into natural cotton fiber insulation. Several collection bins have been set up around campus, and the club is trying to collect more denim than it did during last year's drive – over 6,000 pieces.

This year, the students are collaborating with Hospitality's Event Planning students to host the "Green is the New Black" Recycled Fashion Show on Wednesday, October 12. A three-course sustainable dinner will be served in the Culinary Café (Education Annex Building) at 6:00pm, followed by an exhibition showcasing the positive impact of the Blue Jeans Go Green™ program in the Fashion Gallery. The fashion show will begin at 7:15pm in the gallery of the Human Sciences South Building.

"Fashion Promotion and Event Planning students are really excited about this collaboration and the opportunity to showcase the students' sustainability efforts," said Jamie Cupit, Instructor of Fashion Merchandising at SFASU. "The entire theme of the evening is sustainability, from the locally sourced ingredients used to prepare the dinner, to the recycled materials collected to create the fashion show garments...It should be a fun and educational evening!"

The show, titled "The Fifth Element," will showcase 15 original student designs, all created around one of the four natural elements, with denim being the fifth for the event. All the outfits must be constructed of 99% recycled materials, including a component of recycled denim in the structure or as a design element.

The evening's events are open to both students and to the public. A limited number of tickets will be on sale for \$15, and the purchase includes the three-course dinner, as well as admission to the exhibit and fashion show. Tickets are available for purchase [online](#) through the SFASU website. Those individuals who wish to only visit the exhibit and attend the show are asked to bring a piece of denim to recycle as their admission. The denim collected will then be sent to be turned into insulation.

To manufacture the insulation, Cotton Incorporated has worked with Bonded Logic since the program's inception. The recycled denim is converted into UltraTouch™ Denim Insulation and then given to building organizations such as Habitat for Humanity to help communities in need.

“We are thrilled to once again be working with the students at Stephen F. Austin State University,” said Andrea Samber, Co-Director, Strategic Alliances at Cotton Incorporated. “Their enthusiasm and success continue to grow each year, and we love their creativity and ambition with all their drives and events.”

For those who would like to recycle but cannot attend the event on October 12, please drop off denim pieces in the collection bins at the following locations around campus until the end of October: the entrance of the Barnes & Noble bookstore, the main floor of the Rusk Building, and the foyer of the Human Sciences North Building.

To learn more about the Blue Jeans Go Green™ denim recycling program and to see what other colleges are participating, please visit www.bluejeansgogreen.org.

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About Stephen F. Austin State University

Stephen F. Austin State University is a comprehensive, regional institution located in Nacogdoches, Texas. The university enrolls almost 13,000 students, offering approximately 80 undergraduate majors and more than 120 areas of study within six academic colleges – business, education, fine arts, forestry and agriculture, liberal and applied arts and sciences and mathematics. Accredited by the Southern Association of Colleges and Schools, SFA provides the academic breadth of a state university with the personalized attention of a private school.

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, 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.

About Cotton Incorporated

Cotton Incorporated, funded by U.S. cotton producers and importers of cotton and cotton textile products, conducts worldwide research and promotion activities to increase the demand for and profitability of cotton.

Blue Jeans Go Green™ is a trademark of Cotton Incorporated. UltraTouch™ Denim Insulation is a trademark of Bonded Logic Inc.