



BLUE JEANS GO GREEN™ 200 PRESENTED BY COTTON, THE FABRIC OF OUR LIVES®

Drop Your Jeans for a Cause This Weekend at Phoenix International Raceway

NEW YORK (Feb. 26, 2014) – Dropping your jeans in public is generally considered a bad thing, but **Blue Jeans Go Green™** and Phoenix International Raceway are encouraging the NASCAR community to do just that for a good cause. This weekend's **Blue Jeans Go Green™ 200** calls attention to a denim recycling program that gives old denim new life as housing insulation for communities in need. Presented by Cotton, **The Fabric of Our Lives®**, the **Blue Jeans Go Green™ 200** NASCAR Nationwide Series race takes place at Phoenix International Raceway (PIR) on Saturday, March 1.

A not-for-profit organization, Cotton Incorporated launched its denim recycling program in 2006 to give people the opportunity to give back to their community in a meaningful way while giving new life to old denim. Through a partnership with Bonded Logic Inc. in Chandler, Ariz., recycled denim is converted into UltraTouch™ Denim Insulation, a portion of which is given to communities in need across the country (predominantly through Habitat for Humanity affiliates). Additionally, grants of insulation have been awarded for the development of community-based buildings.

Eight years later the **Blue Jeans Go Green™** denim recycling program has collected more than 1 million pieces of denim, diverting more than 600 tons of denim from landfills along the way. The program has initiated collection programs on various college campuses across the country and partnered with major U.S. retailers and companies for public denim recycling drives.

As part of its inaugural collaboration with NASCAR, **Blue Jeans Go Green™** will have four collection locations stationed around the 1-mile PIR track for fans to recycle old denim. Complementing the at-track recycling program is the denim recycling challenge issued to NASCAR Nationwide and Sprint Cup Series teams in mid-February. Teams recycling denim will be in the running to receive a catered lunch and a CV Products gift certificate. Central Arizona Habitat for Humanity Restore locations will also be collecting denim from the public during race week.

The Cotton Incorporated *Lifestyle Monitor™* survey reveals that the average American owns seven pairs of jeans and 14 pieces of denim. This fact, coupled with the legion of NASCAR fans, bodes well for the **Blue Jeans Go Green™ 200** race weekend to be among the most plentiful single collection event in the program's history.

ANDREA SAMBER, Co-Director, Strategic Alliances for Cotton Incorporated

Tell us about the Blue Jeans Go Green™ denim recycling program.

"The **Blue Jeans Go Green™** denim recycling program began as **Cotton From Blue to Green™** in 2006. The program is a call-to-action to recycle denim and give it new life by converting it into UltraTouch™ Denim Insulation. A portion of it is distributed to communities in need each year. Through the program we are able to divert a significant amount of denim from landfills each year. So far, we have diverted more than 600 tons. The primary recipients of the insulation are Habitat for Humanity affiliates around the country, often in areas that have been affected by natural disasters. Additionally, there is a grant program that awards recipients insulation for civic-minded buildings and institutions around the country like performing arts centers, hospitals, and educational buildings.

Why did Cotton Incorporated decide to dive into the NASCAR business?

“The **Blue Jeans Go Green™** Program centers around communities helping other communities in need. Over the years the program has reached out to college communities through campus drives, corporate communities through on-site denim recycling, and brand base communities through collection programs in stores. The **Blue Jeans Go Green™** 200 at Phoenix International Raceway allows us to reach the vast and generous community of NASCAR fans, and as a North Carolina-based company, we know that NASCAR fans are always eager to help neighbors in need. It is also an opportunity for the fans to clean out their closets, while at the same time helping the environment and people who may have lost their homes to natural disasters.

How can fans get involved?

“There are a couple of ways to get involved with **Blue Jeans Go Green™**. For fans in the Phoenix area, the easiest way is to come enjoy the race activities at Phoenix International Raceway this weekend. They can simply bring their unwanted denim and drop it off at any one of four collection locations at the track. For fans that do recycle at the track, Phoenix International Raceway is offering 20 percent off the purchase of Fall Nationwide Series race tickets at PIR. So that’s a really nice bonus for participating fans. For people in the Phoenix area who want to recycle but can’t attend the race, all five locations of the Habitat for Humanity Central Arizona ReStores will be collecting denim the week of the race through Saturday, March 1. Even if you don’t live in the Phoenix area, there’s always the mail in option: simply gather your unwanted denim, download a mailing label from www.BlueJeansGoGreen.org, and send it our way.

What is the potential of this program living beyond the upcoming race weekend?

“We’re just really excited to be a part of the NASCAR experience at Phoenix International Raceway; and right now we are focusing on how well the fans receive the program. Since this is our first time with this type of collection event, we are going to look at the level of participation and the volume collected to get a better idea of whether we should do more events like this.

Blue Jeans Go Green™ Facts

- The **Blue Jeans Go Green™** denim recycling program was created by Cotton Incorporated in 2006.
- The program is a call to action to give old denim “new” life by recycling it into natural cotton fiber insulation – UltraTouch™ Denim Insulation, an environmentally safe, non-itch insulation.
- To date, the program has received over one million pieces of denim for recycling.
- The program diverts a significant amount of denim from landfills annually (approximately 600+ tons, to date).
- Each year a portion of the denim insulation is given to communities in need – many of which have been affected by natural disasters.
- Historically, Habitat for Humanity affiliates have been the primary recipients of the insulation.
- Any type of denim apparel item (not just jeans) is accepted.
 1. Colored denim is acceptable.
 2. Organic denim is acceptable.
 3. It can be in any type of condition – it can contain rips, holes, etc.
 4. No need to remove anything for your denim. All decorations including buttons, grommets, snaps, zippers, etc. are removed during the recycling process.
- In addition to bringing your denim to Phoenix International Raceway during the spring races, there are a couple of ways to recycle your denim.
 1. Go to BlueJeansGoGreen.org to download a mailing label and mail in your denim.
 2. Go to BlueJeansGoGreen.org to find out if there is a location to drop off denim near you.

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

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.