south moon under

FOR IMMEDIATE RELEASE

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South Moon Under Partners with the Blue Jeans Go Green™ Program to support Communities in Need

Retailer to host in-store denim drive that benefits the environment and local communities

September 29, 2016 –In partnership with Cotton Incorporated's Blue Jeans Go Green™ denim recycling program, South Moon Under has announced a fall denim drive as part of their 12th annual Denim Event. From October 1-24, South Moon Under will offer 20% off all denim purchases and collect unwanted denim at all 24 retail locations. All denim collected through the Blue Jeans Go Green™ program is recycled into UltraTouch™ Denim Insulation through Bonded Logic, and a portion of this insulation is in turn distributed to organizations such as Habitat for Humanity to help communities in need.

"We are excited to continue our partnership with the Blue Jeans Go Green™ program for a second year," says Michael Smith, CEO of South Moon Under. "Last year, we collected over 800 pairs of denim and are constantly seeking ways to make a positive impact on the environment. Cotton Incorporated's innovative program allows us to encourage our customers to help with this effort."

Since its inception in 2006, the Blue Jeans Go Green™ denim recycling program has collected over one million pieces of denim and the insulation has been distributed to help many communities in need. The UltraTouch™ Denim Insulation is composed of 80 percent recycled cotton fibers, is environmentally safe, has 30 percent better sound absorption, resists mold and mildew, and doesn't contain volatile chemicals. Approximately 250,000 square feet of insulation are distributed each year, and the Blue Jeans Go Green™ program has diverted over 600 tons of waste from landfills since its inception.

"We are thrilled to be part of South Moon Under's Denim Event again this year," said Andrea Samber, co-director of Strategic Alliances at Cotton Incorporated. "The denim drive will give South Moon Under's loyal customers a chance to support their favorite store and brands, while also helping the environment and giving back to their community."

The Denim Event is South Moon Under's longest standing chain-wide denim promotion. Customers can shop a carefully curated collection of women's premium denim from leading brands such as Citizens of Humanity, Rag & Bone, A Gold E, J Brand, BlankNYC and more. This year, South Moon Under is giving customers a chance to win "Free Denim for a Year" through a digital and text-to-win mobile SMS contest. Customers can enter to win a year's worth of denim by texting 'WOOT' to 33233 or through a simple entry form on South Moon Under's website from October 1-24.

To find your local participating South Moon Under retail location, please visit the store locator.

About South Moon Under (www.southmoonunder.com) What began as a small surf shack in the summer of 1968 has since evolved into an upscale multi brand clothing retailer. South Moon Under offers a well edited selection of women's apparel, accessories, swimwear, and gifts for the home. Whether online or in any of the 24 east coast locations, customers experience the fun, comfortable, and high service environment instilled in the founding store over 40 years ago.

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.

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