



FOR IMMEDIATE RELEASE

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Habitat for Humanity Montgomery County ReStore Helps Collect Denim Through COTTON. FROM BLUE TO GREEN.™

Habitat for Humanity of Montgomery County ReStore (Habitat ReStore) is asking DC area residents to give their old blue jeans a “new home” by donating denim to the **COTTON. FROM BLUE TO GREEN.™** denim drive. The denim will be recycled into UltraTouch™ natural cotton fiber insulation that will be donated to Habitat for Humanity affiliates in the Gulf Coast Region affected by hurricanes in 2005.

Habitat for Humanity of Montgomery County ReStore is collecting denim in the greater DC area that will be turned over to Cotton Incorporated’s COTTON.FROM BLUE TO GREEN.™ program to become UltraTouch natural cotton fiber insulation. The program will run through July 31. The Montgomery County Habitat ReStore is the first Habitat for Humanity ReStore to collect denim for the COTTON.FROM BLUE TO GREEN.™ denim drive.

The Following are DC Area Denim Drop-off Locations:

- Habitat for Humanity ReStore, 9100 Gaither Road, Gaithersburg
- Habitat for Humanity of Montgomery County Construction Site, Silver Spruce, Burtonsville, MD
- Amicus Green Building Center, 4080A Howard Avenue, Kensington

“Habitat ReStore is a retail destination whose mission is to reuse and recycle,” said Robert Goldberg, store manager. “Being a part of the COTTON. FROM BLUE TO GREEN.™ denim drive allows us to partner with the community to fulfill our mission beyond building supplies and furniture. We also hope to spread awareness of the need for affordable housing on a local and national level.”

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Since 2006, the COTTON. FROM BLUE TO GREEN.™ denim drive has traveled to 30 colleges throughout the nation and teamed with retailers across the U.S. to collect over 50,000 pieces of denim. Once the denim is collected JBM Fibers, a leading manufacturer of reprocessed fiber based in Brownsville, Texas processes the denim and returns it to its natural original fiber state, cotton, for the manufacturing of the insulation. From there, Bonded Logic, Inc., a leader in natural fiber insulation, converts the material into

UltraTouch™ natural cotton fiber insulation, an environmentally safe, non-itch insulation is made from natural fibers and offers exceptional acoustic and thermal performance with no carcinogenic warnings, formaldehyde, or chemical irritants. The eco-friendly insulation is then donated to Habitat for Humanity affiliates in the Gulf Coast Region to help in the building of houses for hurricane-affected families. In total, Bonded Logic has manufactured over 100,000 square feet of natural cotton fiber insulation from COTTON. FROM BLUE TO GREEN.™ donated denim since 2006.

About Habitat for Humanity of Montgomery County ReStore

Habitat ReStore is a nonprofit retail outlet specializing in the resale of donated new and used quality home furnishings, appliances, and building supplies at 50 – 70% off retail prices. All proceeds go to building affordable housing for low-income families in Montgomery County, MD. In addition, by accepting donations, reusable materials are diverted from local landfills daily.

Habitat for Humanity Montgomery County (HfH-MC) is an affiliate of Habitat for Humanity International and is directed by an all volunteer Board of Directors. HfH-MC's goal is to reduce substandard housing by providing a hand up rather than a hand out to help low-income families realize the dream of homeownership. Habitat homes are sold to owners at non-profit and financed with 30 year, zero percent interest mortgages.

To learn more about Habitat ReStore go to www.ReStoreMoCo.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.

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