



FOR IMMEDIATE RELEASE

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April 20, 2009

## Habitat for Humanity ReStore Gears Up For Its 2<sup>nd</sup> Denim Drive

*Donate Your Denim to the COTTON. FROM BLUE TO GREEN.® Denim Drive and Help NATIONAL GEOGRAPHIC KIDS magazine Set a Guinness World Record™ This Spring*

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GAITHERSBURG, MD (April 20, 2009) – On April 22<sup>nd</sup> Habitat for Humanity of Montgomery County ReStore (Habitat ReStore) and Amicus Green Building Center (Amicus) will kick off Earth Day by collecting articles of denim clothing that will be recycled into UltraTouch™ Natural Cotton Fiber Insulation. That denim will help to insulate Habitat homes in the Gulf Coast Region.

This year's spring denim drive will help set a Guinness World Record™ led by National Geographic Kids magazine. Habitat ReStore and Amicus are also partnering with various community businesses and organizations to allow more convenient drop off locations for the public.

“We are very excited to do the denim drive for the second time. After successfully partnering with the community and collecting over 2,500 pairs of jeans we are confident that we will be able to help National Geographic Kids magazine set a record of most clothing collected,” said Adeela Abbasi, Habitat ReStore Marketing and Communications Manager.

Habitat ReStore and Amicus will be collecting denim to help set this Guinness World Record™ in the greater DC area beginning April 22<sup>nd</sup> and denim will be accepted at the Habitat Restore through May 28<sup>th</sup>. Last year, the COTTON. FROM BLUE TO GREEN.® denim drive collected a total of 38,275 pieces of denim, which resulted in 75,000 square feet of natural cotton fiber insulation for approximately 75 Habitat homes in the Gulf Coast region. Habitat for Humanity of Montgomery County ReStore was the first Habitat for Humanity Affiliate and Restore to collect denim for the COTTON. FROM BLUE TO GREEN.® denim drive.

Since 2006, the COTTON. FROM BLUE TO GREEN.® denim drive has traveled to 34 colleges throughout the nation and teamed with retailers across the U.S. to collect nearly 90,000 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 185,000 square feet of UltraTouch™ Natural Cotton Fiber Insulation from denim donated to the COTTON. FROM BLUE TO GREEN.® denim drive since 2006.

-More-

*Denim Drop off locations:*

Habitat for Humanity ReStore  
9100 Gaither Road  
Gaithersburg, MD 20877  
[www.ReStoreMoCo.org](http://www.ReStoreMoCo.org)  
301-947-3304

Amicus Green Building Center  
4080A Howard Avenue  
Kensington, MD 20895  
[www.amicusgreen.com](http://www.amicusgreen.com)  
301-571-8590

**About Habitat for Humanity ReStore**

ReStore is a nonprofit retail outlet specializing in the sale of new and used furniture, appliances and building materials to the general public. All materials are donated by local retail businesses, building contractors, suppliers and individuals, and are made available for sale to the public at 50% to 90% below retail prices. All donations are tax deductible, and proceeds go back to our local Habitat for Humanity Affiliate to build houses for families in our community.

**About Habitat for Humanity of Montgomery County**

HfH-MC is an affiliate of Habitat for Humanity International. In November, 2008, the affiliate launched the Neighborhood Revitalization Program (NRP). In partnership with the Montgomery County Department of Housing and Community Affairs (DHCA), Habitat will purchase and rehab vacant foreclosed properties in designated areas of the county. HFH-MC supports the notion that good, stable housing matters for neighborhoods. Better quality of living leads to stronger citizens and families. Habitat for Humanity is about changing lives, one home at a time.

**About Amicus Green Building Center**

The Amicus Green Building Center is the DC-Baltimore region's green hardware store, supplying thousands of building products that are all sustainable--meaning they meet high standards for health, environmental integrity, energy savings, and/or water savings. Their advisory services help homeowners, contractors, developers, and businesses "green up" their buildings, projects, and operations through energy audits, building science consulting, and strategic consulting to use sustainability as an asset. Their SWEET Linx programs help businesses, organizations, schools, and real estate agents green up their employee benefits, fundraising, curriculum, and customer support programs. On the web at [www.amicusgreen.com](http://www.amicusgreen.com).

**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 about the COTTON. FROM BLUE TO GREEN.® denim drive please contact Shawn Steiner at [ssteiner@cottoninc.com](mailto:ssteiner@cottoninc.com), 212.413.8350 or visit [CottonFromBlueToGreen.org](http://CottonFromBlueToGreen.org)