



## Recycle Your Denim Now

The Cotton from Blue to Green Denim Drive began in 2006 as part of a marketing initiative for Cotton Incorporated. The denim collected around various college campuses, all across the country, is recycled into Ultra Touch natural cotton fiber insulation. This insulation is then donated to Habitat for Humanity homes, and has been used in the Gulf Coast area of Hurricane Katrina.

Five hundred pairs of jeans will insulate one home and 1,333 pairs will divert one ton of waste from a landfill. To date, 270,617 pieces of denim have been donated and over 540 houses have been built with the denim Ultra Touch insulation.

At the University of Kentucky, over 11,600 pairs of jeans were collected in the Fall of 2010, enough denim to insulate over 22 homes! That also adds up to 9 tons of waste that was diverted from the landfill!

Jefferson County 4H Clubs and Ascension School in Louisville have joined the 2011 University of Kentucky Denim Drive. Old blue jeans and denim are being collected at Ascension in May and at the UK Cooperative Extension Office, 810 Barret Avenue, throughout the summer.

Be sure to watch for messages from Coach Calipari on Facebook and Twitter regarding the University of Kentucky's Denim Drive for Fall 2011!

To find out more about the process of recycling the denim into insulation and the program's history, please check out the following website:

<http://www.cottonfrombluetogreen.org/>

You can also check out program photos and stay updated through the facebook page:

[www.CottonFromBlueToGreen.org/facebook](http://www.CottonFromBlueToGreen.org/facebook)