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COTTON INCORPORATED PARTNERS WITH PHOENIX INTERNATIONAL RACEWAY
FOR THE BLUE JEANS GO GREEN™ 200 NASCAR NATIONWIDE SERIES RACE ON MARCH 1
Denim Recycling During Race Weekend

NEW YORK – Cotton Incorporated and Phoenix International Raceway announced a partnership for an at-track denim recycling initiative and entitlement to the Blue Jeans Go Green™ 200 presented by Cotton, The Fabric of Our Lives® NASCAR Nationwide Series race on Saturday, March 1.

“The partnership with Phoenix International Raceway places the Blue Jeans Go Green™ denim recycling program in the unique position of being both in the national and regional spotlight,” said Andrea Samber, Co-Director, Strategic Alliances, Cotton Incorporated. “The NASCAR audience is large and diverse and Cotton Incorporated is excited to be able to promote its environmentally-responsible program to keep old denim out of landfills and give it new life by converting it into denim insulation for communities in need.”

The Blue Jeans Go Green™ 200 will be supported by an at-track recycling program in which race weekend attendees will be able to drop off any type of denim at one of four recycling collection bin locations that will be set up around the track. Phoenix International Raceway is proud to provide a 20 percent discount on tickets to the November 2014 PIR NASCAR Nationwide Series race to fans who recycle denim with Blue Jeans Go Green™ during the Spring race weekend. The denim will then be converted into UltraTouch™ Denim Insulation by Bonded Logic, located in Chandler, Ariz.

“We are thrilled to welcome Cotton Incorporated and the Blue Jeans Go Green™ program to Phoenix International Raceway as the title sponsor of our Nationwide event,” said Bryan Sperber, President of Phoenix International Raceway. “We are tremendously proud to be associated with such a great organization and I encourage our fans to recycle their jeans and denim to this great cause.”

To date, Blue Jeans Go Green™ has diverted more than 600 tons of waste out of landfills and generated approximately 2 million square feet of UltraTouch™ Denim Insulation to assist with building efforts in communities in need. Habitat for Humanity Central Arizona will be one of the primary beneficiaries of insulation manufactured from denim collected during the Blue Jeans Go Green™ 200 race weekend.

“We are new to NASCAR but have learned quickly that the sport’s fans are incredibly brand loyal,” Samber said. “If that support translates into participation in this cause marketing program then the Blue Jeans Go Green™ 200 event has the potential to be the largest weekend collection since we introduced the denim recycling program in 2006.”

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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.

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NOTES:

Blue Jeans Go Green™ is a trademark of Cotton Incorporated.

UltraTouch™ Denim Insulation is a trademark of Bonded Logic, Inc.