



DENIM DRIVE SUMMARY

ECO-EREK

September 2010

The Results are in!



Thanks to the overwhelming support of the Northwest Ohio region, Erek was able to collect **4,154** items of denim jeans that will be recycled into housing insulation! This is a resounding 2.5x his collection from 2009 of 1,684 items! This collection converts to 9,100 lbs. of cotton or an equivalent of approx. 13,800 sq./ft. of

insulation. That's enough to insulate over 8 homes! It takes approx. 500 pairs of denim jeans to insulate ONE avg. size U.S. home.

This collection of donated denim will be shredded down into cotton fibers and re-manufactured into UltraTouch™ Natural Cotton Fiber Insulation and donated back to victims of natural disasters. In the past, the denim insulation has gone to Habitat for Humanity to help communities devastated by Hurricane Katrina in the Gulf Coast region. For more information on what happens to the denim, you can always look at the process more in depth at www.cottonfrombluetogreen.org or www.bondedlogic.com.

Special points of interest:

- 2010 Drive Results.
- Landfill Savings.
- 2 Year Review.
- Photo Highlights.
- Our Thanks.

Landfill Free...

This nearly 4.5 tons of denim, otherwise destined as "garbage", will be sent on for a new life outside our local landfill. This is a HUGE space saver!

The denim collected this year will be shipped in November to begin its journey to be remanufactured into housing insulation. It took us nearly 3 hours to pack the pile of denim into the **13** 4 ft. x 4 ft. x 4 ft. shipping crates.



Two year review...

Erek had *always* been interested in recycling, but when he read an article in his National Geographic Kids magazine in 2009, he promptly asked his mom, "Can I send in my old, holey jeans to help people in need and to help set a Guinness World Record?" That is when this project was born.

In two summers, Erek has collected **5,838** items of denim clothing that will find a new purpose as housing insulation. Erek's favorite part of this project is keeping the donated denim out of our local Northwest Ohio landfills! Nearly 6 tons of "throwaway's" would have found it's place in the landfill.

Last year's drive brought awareness to the area that denim could be repurposed. As the word spreads about the usefulness of cotton denim fibers remanufactured as housing insulation, we're certain that there will be people willing to seek out a way to recycle in this new way more often.



Keeping an eye on the goal!

2010 Denim Drive Photo Highlights



Are we in Buckeye Nation? Oh—YES! It's OSU's Ag Day contribution!



Check out the new T-Shirts and collection bins! They rocked 2010!



Helping a donor with her jeans.

We send a heartfelt **THANK YOU** to the following organizations for your support in the 2010 Denim Drive!

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Wynn Elementary School

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