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RECYCLING DRIVE SUMMARY 2011

ECO-EREK

October 2011

The 2011 Results are in!



2011 Collection - 3,920 jeans

Did you notice the newcomer this year? Shoes, shoes and more shoes! EreK continues to spread his message about recycling, making textiles useful that would otherwise be thrown in the landfill.

He continued to receive overwhelming support from Northwest Ohio for a 3rd year. EreK was able to collect **3,920** items of denim jeans that will be recycled into housing insulation! This is a resounding 2.3x his collection from 2009 of 1,684 items! This collection converts approx. to

8,600 lbs. of cotton or an equivalent of approx. 12,900 sq./ft. of insulation. That's enough to insulate nearly 8 more 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™ Denim 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.bondedlogic.com or www.cottonfrombluetogreen.org.



2011 Collection - 3,000 shoes

The new partnership with USAgain (www.usagain.com) allowed EreK to collect **3,000** pair of unwanted shoes. Shoes that are in good condition will be re-directed to those who need them, and those in poor condition are ground to make raw material for sidewalks, running tracks, carpet underlayment, playground mulch and Frisbees.

Three 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 three summers, Erek has collected **9,758 pieces** 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 **10 tons** of "garbage" would have found it's place in the landfill.

This year's drive brought awareness to the area that denim and shoes could be repurposed. As the word spreads about the ability to recycle these textiles, we're certain that there will be people willing to seek out a method to recycle in this new way more often.



Levis Commons Drive

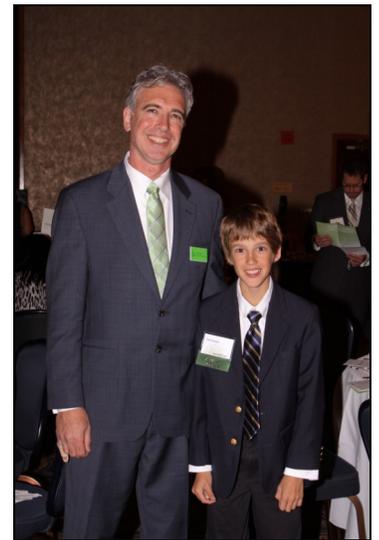


Speaking at OSU's Ag Day event.

2011 Denim Drive Photo Highlights



Look at the trunk load of donations!



Erek receives Environmental Achievement Award from Ohio Environmental Council



Helping a donor with her jeans.

We send a sincere **THANK YOU** to the following organizations for your support in EcoErek's 2011 Recycling Drive!

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