

ACTIVITY

Collect Denim for America Recycles Day



BLUE JEANS
GO GREEN
DENIM RECYCLING

REPRODUCIBLE MASTER G4-6



Recycling is an important part of caring for the environment, but did you know that recycling denim jeans can also help people stay warm in the winter?

Part 1: Read the passage below and answer the questions.

In 2006, Cotton Incorporated began an innovative program that would go on to help people in communities all over the country. The program, called Blue Jeans Go Green™, gives people the opportunity to recycle unwanted denim made of cotton rather than throw it into landfills. The denim is broken down and made into natural cotton fiber insulation, which is given to building organizations that help communities, such as Habitat for Humanity affiliates. Insulation helps keep homes cool in the hot weather, and warm in the cold weather, thus saving energy year-round.

In 2009, a 9-year-old student named Ereik Hansen read about the program. He became passionate about recycling denim, organizing denim drives, and encouraging his friends, family, neighbors, and school to become involved. As of January 2019, over 33,000 items of denim clothing have been recycled into insulation through Ereik's efforts.

It takes between 500 to 1,000 pairs of jeans to create enough cotton fiber insulation to insulate one average-sized home. So far, more than 6,000,000 square feet of insulation has been created through the Blue Jeans Go Green™ program. That's enough to insulate more than 2,600 homes that are 2,300 square feet in size! To date, more than 3.5 million pairs of jeans have been collected, keeping about 1,700+ tons of denim out of landfills.

1. When was the Blue Jeans Go Green™ program started?

2. What product is made from recycled denim clothing?

3. To be recycled, what fiber does the denim have to be made from? _____

4. How many pairs of jeans does it take to insulate one average-sized home? _____

5. Describe two benefits of the Blue Jeans Go Green™ program. _____



Part 2: Imagine your school has joined the Blue Jeans Go Green™ program. With your group members, create a poster to let people know how their unwanted denim clothing can be recycled into insulation. The poster should include how recycling denim can help the community, as well as when, where, and how the clothing will be collected or can be mailed in. Add a creative flair by including a catchy slogan and graphics. Plan your poster on a separate sheet of paper.



Learn how your family can recycle denim by visiting bluejeansgogreen.org/recycle-denim!