



## ACTIVITY

# Collect Denim for America Recycles Day



**BLUE JEANS  
GO GREEN™**  
DENIM RECYCLING

REPRODUCIBLE MASTER G5-8

**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 Erek 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 Erek's efforts.

It takes between 500 to 1,000 pairs of jeans to create enough cotton fiber insulation to insulate one average-sized home. The more denim recycled, the more insulation created for building efforts that will help keep cotton out of landfills.

1. Why do you think the Blue Jeans Go Green™ program was started? \_\_\_\_\_  
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2. According to Blue Jeans Go Green™, about 6,000,000 square feet of insulation has been produced from recycled jeans. If the average house in the United States is about 2,300 square feet, how many houses could that much insulation provide for?  
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3. Describe two benefits of the Blue Jeans Go Green™ program.

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4. Erek was only 9 when he became involved with the program. Anyone can make a difference! On this America Recycles Day, what is something you could do to make a difference in your community or to help the environment?

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**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!](http://bluejeansgogreen.org/recycle-denim!)