



The Association of Wiping Materials, Used Clothing and Fiber Industries

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**FOR IMMEDIATE RELEASE**

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**SMART PROVIDES LESSONS ON TEXTILE RECYCLING  
IN NEWLY DEVELOPED EDUCATIONAL CURRICULA , “WEAR IT? RECYCLE IT!”**

*Lessons for Elementary School Students Promotes Awareness of Clothing and Textile Recycling*

**Bel Air, Maryland (October 1, 2012)** – The Secondary Materials and Recycled Textiles Association (SMART) announces the release of “Wear It? Recycle It!” a newly created curricula of grade-appropriate educational materials which present information on clothing and other textiles as a recyclable product. The lessons show students that clothing and other textiles can be recycled just like items in their homes they currently recycle such as paper, plastic, glass and aluminum.

The supplemental lessons are a comprehensive program that teaches students they can recycle more than just their old jeans and t-shirts and that many items they use every day are made from recycled clothing and textiles. The free materials are being presented to more than 750,000 educators, 15 million students, and 20 million parents through the various outlets of the Education Center, which developed the program in conjunction with SMART.

The online, downloadable curricula include six (6) grade-specific lesson plans teaching “Donate, Recycle, Don’t Throw Away”, a fact-filled infographic to supplement the lessons, a take-home piece for parents, and a poster contest. The Poster Contest will award one winner in grades K-2 and one winner in grades 3-5 with ten (10) t-shirts and ten (10) posters featuring their winning poster design. There is also a “Wear It? Recycle It!” sweepstakes for teachers who can win a \$500 classroom grant. Additionally, five runners-up each will win a \$100 classroom grant. The curricula will be used by teachers to complement existing lesson plans and incorporates core school subjects such as math and science while students are learning about the world’s first recyclable product, clothing and textiles. The curricula also addresses the Common Core State Standards that all teachers are required to satisfy, so it will be useful and relevant for years to come.

“These lessons are a creative and highly-effective program which teachers will enjoy bringing into their classrooms. The curricula not only supports the overall educational effort of the teachers, it also delivers an impactful message to the students which encourages the recycling of clothing and textiles,” says

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Jackie King, Executive Director of SMART. “People don’t realize that 95% of all clothing and textiles can be recycled or processed for re-use as another product.”

The Education Center program will run through March 2013 and will be distributed in *Learning* magazine, via *The Mailbox* elementary activities e-newsletter, and on The Education Center’s Facebook page, Twitter account and in various blogs.

For additional information, contact Paul Bailey at the Fallston Group at 410-420-2001 or by email at [paul.bailey@fallstongroup.com](mailto:paul.bailey@fallstongroup.com).

### **About**

**Secondary Materials and Recycled Textiles (SMART)** is an international nonprofit trade association that strengthens the economic opportunities of its diverse membership by promoting the interdependence of our industry segments and providing a common forum for networking, education and trade. Since 1932, SMART has been at the forefront of recycling. SMART members use and convert recycled and secondary materials from used clothing, commercial laundries and non-woven, off spec material, new mill ends and paper from around the world. SMART member companies create thousands of jobs worldwide. SMART members prove each day that you can make money by being socially responsible. For additional information on SMART, visit the association’s website at [www.SMARTasn.org](http://www.SMARTasn.org). The following link will take you directly to informational videos on textile recycling <http://www.smartasn.org/about/videos.cfm>. To download the iRecycle app visit [www.Earth911.com](http://www.Earth911.com). The app allows users to find clothing and textile recycling drop-off locations in their area.

**The Education Center** was founded in 1973 by Marge and Jake Michel who, like many other educators, were frustrated by the lack of practical, ready-to-use materials for the classroom. So they created several products in their spare time, and the company grew from there. Countless teachers have contributed to **The Mailbox**® for more than 30 years. Some teachers are so excited about the opportunity to create ideas for other teachers that they join our staff in Greensboro, North Carolina.

As the company has grown over the years, our staff of former teachers has continued to produce high-quality, practical, ready-to-use materials for other elementary teachers. Hundreds of thousands of teachers across the country depend on our products to enrich their lesson plans, to speed up their planning time, and to leave them more time to do what they love best—teach. This family of creative people has helped to insure that our products are known and loved by teachers throughout the country. As a matter of fact, **The Mailbox**® is America's #1 teaching resource!

Because our products are developed by teachers with hands-on classroom experience, all our materials are developmentally appropriate, educationally sound, and fun! Our commitment is to make teachers' lives simpler by providing them with the kinds of resource materials that will save time and enrich the classroom experience.

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