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**FOR IMMEDIATE RELEASE:**

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**Celebrate America Recycles Day with “SMART”er Recycling**

*Donate and recycle – don’t throw away your old textiles*

ABINGDON, Md. (November 2, 2017)— For this year’s 20th National America Recycles Day on November 15, don’t forget about the importance of reusing and recycling textiles. According to the Secondary Materials and Recycled Textiles Association (SMART), a global organization of companies involved in the reuse and recycling of textiles and related secondary materials, almost any textile can be reused and recycled: old clothing, bath towels, bed sheets, stuffed animals, curtains, purses and even bras!

A national initiative of Keep America Beautiful since 1997, America Recycles Day is the only nationally recognized day and coast-to-coast, community-driven awareness campaign dedicated to promoting and celebrating recycling in the United States. This year, take the national [#BeRecycled Pledge](#) and promise to actively choose to live a recycled lifestyle by committing to “Reduce. Reuse. Recycle.”

One way to make that choice is by giving your textiles a second life. Nearly 100 percent of donated textiles are reused and recycled into three grades: usable clothing, fiber conversion grade and wiping cloth grade. This means a lost sock can be made into pillow stuffing, ripped denim can transform into household insulation, an old towel can become a wiping rag and your barely-worn prom dress can get a second life with a teen going to her first dance.

**the secret double life of  
donated textiles**

NEARLY **100%** OF DONATED TEXTILES ARE RECYCLED! They are separated into three grades:

<b>45%</b> USABLE CLOTHING	<b>20%</b> FIBER CONVERSION GRADE	<b>30%</b> WIPING CLOTH GRADE
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**CLOSING THE LOOP**

Recycled fiber products **SAVE MONEY and RESOURCES** by using existing materials.

Recycled cloth rags use **LESS WATER, LESS ENERGY** and create a **LOWER CARBON FOOTPRINT** than all other alternatives.

The second hand clothing market provides **AFFORDABLE CLOTHING** to those in need and **ENCOURAGES GLOBAL ENTREPRENEURSHIP.**

**SECOND LIFE ...**

	→	wiping cloth	
	→	pillow stuffing	
	→	household insulation	
	→	car seat stuffing	
	→	wiping cloth	


**SECONDARY MATERIALS®  
AND RECYCLED TEXTILES**  
*The Association of Wiping Materials, Used Clothing and Fiber Industries*


donate recycle don't throw away®  
**SMART**

Any clothing, household textile or commercial linen textile, as long as it is dry and has no odor, can be reused and recycled. Even if the item is stained, torn, overly worn or out-of-date, do not throw it away; it has a use in the textile recycling industry. Only items that are wet (mildewed) or have been used with a solvent-type liquid such as gasoline or Goof Off) cannot be recycled.

SMART members, including global thrift retailer, Savers, are ambassadors for the reuse and recycle model.



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“My hope is that someday reusing and recycling clothing will be as mainstream as recycling cans and bottles,” said Tony Shumpert, vice president of Reuse and Recycling at Savers and SMART’s second vice president. “SMART is helping to make this a reality by working across the recycling and textile industries to educate consumers about the importance of rethinking reuse. America Recycles Day is a great opportunity for people to challenge themselves and others to take simple steps to reduce their clothing footprint.”

To find the closest SMART member near you to recycle your textiles and for more information on SMART, visit [www.smartasn.org](http://www.smartasn.org). Please direct media inquiries for SMART to Andrea Lynn at 410-420-2001 or by email at [andrea.lynn@fallstongroup.com](mailto:andrea.lynn@fallstongroup.com).

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### **About SMART**

Established in 1932, the Secondary Materials and Recycled Textiles Association (SMART) is an international nonprofit trade association that strengthens the economic opportunities of its diverse membership by promoting the interdependence of the for-profit textile recycling industry segments and providing a common forum for networking, education and trade. SMART members use and convert recycled and secondary materials from used clothing, commercial laundries and non-woven, off spec material, new mills ends and paper from around the world. SMART member companies create thousands of jobs worldwide, proving each day you can make money by being social responsible.

### **About Keep America Beautiful**

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people End Littering, Improve Recycling, and Beautify America’s Communities. The organization is driven by the work and passion of more than 600 community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals. To learn how you can donate or take action, visit [kab.org](http://kab.org). Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), or view us on [YouTube](#).