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Secondary Materials and Recycled Textiles Association Launches Second Annual Halloween Costume Contest

Enter your homemade, upcycled Halloween costume for a chance to win a \$100 Amazon gift card

ABINGDON, Md. (Sept. 29, 2015)—In celebration of Halloween, Secondary Materials and Recycled Textiles Association (SMART), the international trade association of the for-profit textile recycling industry, will launch the second annual SMART Upcycled Halloween Costume Contest on Oct. 1.

Do-it-yourselfers and costume amateurs are invited to enter their homemade, upcycled Halloween costume for a chance to win a \$100 first prize Amazon gift card. Second and third prize winners will receive a \$50 and \$25 Amazon gift card, respectively.

“According to the [National Retail Federation](#), more than 157 million Americans will celebrate Halloween this year, spending more than \$6.9 million on costumes and decorations,” said SMART Executive Director Jackie King. “So often, Halloween costumes are worn just once and never thought of again. We hope this contest encourages people to be creative in their costume choice, in order to reduce the amount of textile waste that ends up in our landfills each year.”

Contest Rules

To enter, contest participants must like SMART’s [Facebook](#) page and share at least one photo of their upcycled Halloween costume. Posts must be shared from the individual’s personal page and include a detailed description of the materials used to make the costume, the hashtag “#SMARTHalloween,” and a tag to SMART’s page.

Costumes must be created using at least 70 percent of recycled textile materials, including but not limited to, used clothing, towels, linens and fabric scraps. Photos must be original and taken during the 2015 Halloween season between October 1 and 31, 2015. Submission entrance begins October 1, 2015 at 12:00 a.m. EST and closes November 1, 2015 at 11:59 p.m. EST. SMART’s executive team of judges will choose and announce the first, second and third place contest winners on Nov. 6.

Visit SMART’s [news section](#) to view official contest rules. To learn more about SMART, visit www.smartasn.org or “like” SMART on [Facebook](#). Please direct all media inquiries to Josie Hankey at 410-420-2001 or by email at josie.hankey@fallstongroup.com.

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About SMART

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 used 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 or view the SMART Media Kit at www.smartasn.org/about/SMART_PressKitOnline.pdf. For informational videos on textile recycling, visit www.smartasn.org/about/videos.cfm.