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SMART LAUNCHES FIRST ANNUAL UPCYCLED HALLOWEEN COSTUME CONTEST

*Enter your homemade, upcycled Halloween costume for a chance to win a \$200 Amazon gift card.
Prizes will also be award to the second and third place winners.*

Bel Air, Maryland (October 22, 2014) – In celebration of Halloween, the Secondary Materials and Recycled Textiles Association (SMART), the international trade association of the for-profit used clothing recycling industry, announces its first annual SMART Upcycled Halloween Costume Contest. Do-it-yourselfers and costume amateurs are invited to enter their homemade, upcycled Halloween costume for a chance to win a \$200 Amazon gift card.

“According to the [National Retail Federation](#), Halloween will be celebrated in record numbers this year with more than two-thirds of Americans buying Halloween costumes,” says Jackie King, executive director of SMART. “With this contest we want to encourage people to create an upcycled costume using recycled materials and textiles they already have rather than purchasing something new.”

To enter, contest participants must post at least one photo of their upcycled Halloween costume on [SMART’s Facebook page](#), along with a detailed description of the materials used to make the costume and the hashtag #SMARTHalloween. On Monday, November 10, 2014, SMART will announce the first, second, and third place winners on its Facebook page.

Costumes must be created using at least 70 percent of recycled material, and photos must be original and taken during the 2014 Halloween season (October 1-31, 2014). The contest closes on Sunday, November 2, 2014 at 11:59 p.m. EST. Once the contest closes, SMART’s executive team will choose the first, second and third place contest winners to receive a \$200, \$100 and \$50 Amazon gift card respectively.

To learn more about SMART and SMART Upcycled Halloween Costume Contest, please visit www.smartasn.org or “like” us on [Facebook](#).

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. The following link will take you directly to informational videos on textile recycling <http://www.smartasn.org/about/videos.cfm>.

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