



**BLUE JEANS
GO GREEN™**
DENIM RECYCLING

DENIM DRIVE

APRIL 1 - 30

Give old denim new purpose.

Help divert textile waste from landfills by recycling your old denim with Cotton's Blue Jeans Go Green™ program. As long as your denim apparel is at least 90% cotton, it's recyclable! Check the label. Every piece makes a difference.

WHAT HAPPENS TO MY DENIM?

Since authentic denim is made from cotton, a sustainable fiber, it can be broken down to its natural state, recycled and transformed in creative ways, like into natural cotton fiber insulation.



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Get involved. BlueJeansGoGreen.org · [#BlueJeansGoGreen](https://twitter.com/BlueJeansGoGreen)

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