



WASTE

management world

January 22, 2013

UNIFI'S REPREVE BRAND SPONSORING X GAMES ASPEN

Unifi, Inc., makers of the Repreve brand of fibers, announced that Repreve will be a first-time sponsor of X Games Aspen, which will take place Jan. 24 - 27.

According to a release, as the recycling sponsor of X Games Aspen 2013, the goal is to raise awareness about the significance of recycling plastic bottles and choosing Repreve-based products. Repreve is made from recycled materials, including post-consumer plastic bottles, and is an essential ingredient that makes fabrics and garments sustainable.

To help drive awareness, Elena Hight has teamed up with the Repreve brand to help promote a greener lifestyle. Hight is best known for her progressive riding style and is a decorated X Games Women's Snowboard SuperPipe medalist. As brand ambassador, Hight will help promote the importance of recycling and choosing products made with Repreve.

"The X Games is an ideal event to showcase Repreve, because the recycled fiber goes into many winter sports-related brands including Patagonia, The North Face and Polartec-based products," said Roger Berrier, President and chief operating officer of Unifi, Inc. "Together with Elena Hight and the X Games, we have a special opportunity to educate consumers on the importance of recycling and the innovative products produced from recycled plastics, providing consumers a new way to lighten their impact on the environment."

"The environment plays such an important role in winter sports and we can help make a difference by recycling and choosing products made with Repreve," said Elena Hight. "Not many people know that Repreve is a recycled ingredient that makes so many of the clothes we buy eco-friendly. It's really cool to know that the bottles we recycle at X Games Aspen could actually end up in my clothes."

Through the Repreve Facebook page, the Repreve brand is asking consumers to recycle more by pledging to recycle 100,000 plastic bottles during the X Games. Onsite, thousands of Repreve beanies will be given away to encourage fans to wear recycled. If they get caught wearing Repreve, fans can win Repreve-based prizes.

As part of Hight's collaboration with the Repreve brand, she will be featured in a television advertisement showcasing the Repreve brand fiber on ESPN during X Games Aspen. She will also be available at the Repreve booth Sunday, Jan. 27, from 1 p.m. to 2:30 p.m. for photo opportunities with fans.