



Unifi Joins With Sports Teams to Spread Environmental Message

Unifi Inc., maker of the **Repreve recycled fiber** brand made from plastic bottles, is collaborating with seven professional sports teams, including ones from the National Basketball Association and National Hockey League, to spread an environmental message.

The collaboration involves engaging crowds in messages aimed at environmental responsibility, as well as the launch of the Repreve Ultimate Sports Fan Experience, a sweepstakes series consisting of special experiences with the Dallas Mavericks, Portland Trail Blazers, Boston Bruins, Detroit Red Wings, Anaheim Ducks, Minnesota Wild and New Jersey Devils.

As part of the sweepstakes, winners will receive prizes including on-court or on-ice passes, VIP tickets, pregame bench access, locker room tours, autographed team goods and player meet-and-greets. In addition, each stadium will be enveloped in recycling messaging, showing fans that Repreve makes it easy for them to be a catalyst for positive environmental change.

The Repreve Ultimate Sports Fan Experience is part of Unifi's national Repreve #TurnItGreen mobile tour in which the company travels the nation with a custom-designed, interactive trailer to educate the public about the importance of recycling and showcase the Repreve-based products that can be made when fans recycle their water bottles.

The tour makes stops at sports stadiums and live music festivals across the country to raise awareness about how individuals can help make the Earth a healthier place by choosing products made with recycled materials like Repreve. The **fiber** is used by brands across the auto, home and apparel industries, including Ford, The North Face, Volcom, Fossil and Pottery Barn.

“Only 32 percent of plastic bottles are recycled in the United States, which is a statistic Unifi is working diligently to change,” said Jay Hertwig, vice president of global brand sales, marketing and product development for Unifi, based in Greensboro, N.C. “Through the Repreve Ultimate Sports Fan Experience and the #TurnItGreen tour, we aim to rally people’s passion for sports and help spread that passion toward taking better care of our environment. Because so many performance sports brands use Repreve in their products, it’s a great opportunity to connect fans with environmentally responsible practices and top-quality merchandise, as well as show them that they can make a positive impact on our environment just from buying recycled products.”

Each of the sweepstakes entry periods will last for one month. The first started Monday with the Portland Trail Blazers and closes on March 12.
