

SGIB *Today*

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Repreve Gears Up Educational #TurnItGreen Tour



Unifi, Inc.'s **Repreve** — the recycled fiber brand with a knack for spreading the word on converting plastic into apparel — launched its multi-stop **#TurnItGreen** educational tour across the U.S.

The purpose for the road trip is to spread the word about how Unifi transforms plastic bottles into fibers for products, in a fun yet informative way.

The national **#TurnItGreen** tour will make stops at schools around the country, along with retail locations and major entertainment and sporting events, including The North Face Endurance Challenge Series presented by Gore-Tex, Volcom action sport events and UNC-Chapel Hill games. The tour will also visit elementary schools across the nation where together with Marvel Universe LIVE!, will hold a Repreve Recycling Rally,

encouraging K-5 students to recycle the most plastic bottles to win Marvel Universe Live! tickets and Repeve-based products.

“Since we began making Repeve, we have recycled more than 4 billion plastic bottles into quality products people wear and use every day...”

– Roger Berrier, President and COO, Unifi, Inc.

Known also for its great partnerships, Repeve includes NFL team the **Detroit Lions** and **UNC-Chapel Hill** to its list of collaborators that will lend a hand during the #TurnItGreen tour.

The tour will be a “mobile experience” led by a decked out green machine – a Repeve-branded Ford F350 – which puts its brand claims to use, as the upholstery is made from Repeve-based fabric (aka, 16 plastic bottles = upholstery for an entire bus).

“Since we began making Repeve, we have recycled more than 4 billion plastic bottles into quality products people wear and use every day, and we anticipate the #TurnItGreen tour will help us continue to grow that number,” said Roger Berrier, president and COO of Unifi, Inc. “We are thrilled to engaging with kids and adults as we educate them on how we transform recycled plastic bottles into products they can purchase from their favorite brands.”



In fact, many people might be surprised to hear that popular brands such as Patagonia, Haggag, Quiksilver and even Ford automobiles put to use the recycled fabric produced by Repreve.

And if education and recycling aren't buzz words for you, prizes and interactive gaming might draw more excitement. Along with teaching students the basics of recycling and leading bottle transformation-themed activities in class that reinforce what else a bottle can become, the #TurnItGreen tour will feature interactive gaming units and activities where participants can win prizes from brands that make Repreve-based products, such as scarves, shirts, blankets, canvas artwork, posters and koozies from **Volcom**, **Polartec** and **SnapBox** (all official sponsors of the tour).

Digital display and video units, as well as iPad kiosks, will also be available for social sharing.

#TurnItGreen tour made its first stop in San Francisco at The North Face Endurance Challenge that was held December 5 through 6, 2015.

Photos courtesy Repreve