



The Association of Wiping Materials, Used Clothing and Fiber Industries

2105 Laurel Bush Rd.
Suite 200, Bel Air, MD 21015
phone: 443.640.1050
fax: 443.640.1086
email: smart@kingmgmt.org
web: www.smartasn.org

FOR IMMEDIATE RELEASE

Paul Bailey
Fallston Group – Strategic Communications
410.420.2001 (office)
410.952.3860 (direct)
paul.bailey@fallstongroup.com

TEXTILE RECYCLING ASSOCIATION ANNOUNCES PARTNERSHIP WITH THE EDUCATION CENTER

Will Develop Grade-Appropriate Classroom Curriculum to Promote Clothing Recycling

Bel Air, Maryland (June 26, 2012) – The Secondary Materials and Recycled Textiles Association (SMART) announces it will develop grade-appropriate educational materials in conjunction with The Education Center to promote the concept of clothing as a recyclable product. The Association’s Board of Directors voted recently to move forward with the initiative which will be promoted through the outlets of The Education Center to more than 750,000 educators, 15 million students, and 20 million parents.

“We are extremely excited to partner with The Education Center,” says SMART President Lou Buty. “Their team has a proven track-record of developing creative and highly-effective materials which teachers enjoy bringing into the classroom. We look forward to developing an impactful message which not only promotes but also encourages people to recycle clothing and textiles.”

The materials will educate students and families about textile recycling and will also involve schools and communities in the effort. The goal is to introduce the concept of clothing and textile recycling to students through key classroom components that help the educator teach core subjects and skills. The program will also include a send-home component students can use to share with their parents what they have learned, educates them about textile recycling while also demonstrating how their families can play a part in the mission.

All activities and worksheets will align to Common Core State Standards and will include comprehension questions, vocabulary words, multiple choice questions and writing prompts which will teach important skills while also conveying information about textile recycling.

“By using these materials, the students will learn that clothing is a recyclable product, just like aluminum cans, paper, and plastic products,” says Jackie King, Executive Director of SMART. “People don’t realize that 95% of all clothing and textiles can be recycled or processed by our member companies.”

The Education Center program will run from October 2012 through March 2013 and will be distributed in *Learning* magazine, via *The Mailbox* elementary activities e-newsletter, and on The Education Center's Facebook page, Twitter account and in various blogs.

For additional information, contact Paul Bailey at the Fallston Group at 410-420-2001 or by email at paul.bailey@fallstongroup.com.

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>. To download the iRecycle app visit www.Earth911.com. The app allows users to find clothing and textile recycling drop-off locations in their area.

The Education Center was founded in 1973 by Marge and Jake Michel who, like many other educators, were frustrated by the lack of practical, ready-to-use materials for the classroom. So they created several products in their spare time, and the company grew from there. Countless teachers have contributed to **The Mailbox**® for more than 30 years. Some teachers are so excited about the opportunity to create ideas for other teachers that they join our staff in Greensboro, North Carolina.

As the company has grown over the years, our staff of former teachers has continued to produce high-quality, practical, ready-to-use materials for other elementary teachers. Hundreds of thousands of teachers across the country depend on our products to enrich their lesson plans, to speed up their planning time, and to leave them more time to do what they love best—teach. This family of creative people has helped to insure that our products are known and loved by teachers throughout the country. As a matter of fact, **The Mailbox**® is America's #1 teaching resource!

Because our products are developed by teachers with hands-on classroom experience, all our materials are developmentally appropriate, educationally sound, and fun! Our commitment is to make teachers' lives simpler by providing them with the kinds of resource materials that will save time and enrich the classroom experience.

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