

## Students Need Used Clothes for ‘America Recycles Day’ Contest

*Help Keep America Beautiful and WIN a \$250 Prize for your school!*

New Berlin, Wis. – In honor of America Recycles Day, all School District of New Berlin schools are joining in a friendly competition with Wauwatosa schools to collect and donate old clothes, shoes and textiles.

Lead by Glendale organization [Better Earth Textile Recycling](#) (BETR), the America Recycles Day Challenge clothing collection drive runs from **October 26 to November 13**.

New Berlin students, families and community members can drop off unwanted clothes, shoes and other textiles (**clothes, jackets, snow pants, shoes, boots, purses, belts, towels, blankets, comforters and sheets**) at all SDNB schools.

The school that donates the most textiles wins an America Recycles Day trophy plus a \$250 gift card.

Joining SDNB in the friendly contest are three Wauwatosa School District schools: McKinley Elementary, Longfellow Middle and Underwood Elementary.

America Recycles Day, a program of Keep America Beautiful, is November 15 and the only nationally recognized day dedicated to promoting and celebrating recycling in the U.S.

All clothes will be recycled and help employ and clothe people in need in developing countries around the world. Even overly worn or stained clothes are re-purposed as wiping and polishing cloths for use in manufacturing and other industries. BETR also works with local groups such as Coats for Kids and the Humane Society.

New Berlin Eisenhower environmental science teacher Emily Dethloff is using the challenge as a way to show students they can make a positive difference in the global community and environment.

“The School District of New Berlin’s Green Team is dedicated to helping all of our students learn how to take action in protecting our natural resources and living sustainable lives,” Dethloff said. “This event is a great opportunity for students, families and community members to positively impact the environment by helping to keep textiles out of local landfills.”

Textile recycling organizations worldwide, including BETR lead by President Tim Engel, keep over 2.5 billion pounds of waste out of landfills every year.

See Better Earth Textile Recycling’s website to [learn more about how donated clothes and textiles are used](#).

