

## Students Need Used Clothes and Shoes for Earth Day Challenge

*School District of New Berlin schools are in a contest to recycle textiles*

New Berlin, Wis. – In honor of the 45<sup>th</sup> anniversary of Earth Day, all School District of New Berlin schools are joining in a friendly competition with North Shore schools to collect and donate old clothes and shoes.

Lead by a Glendale organization called [Better Earth Textile Recycling](#), the BETR Earth Day Challenge clothing collection drive runs from **March 30 to April 30**.

New Berlin students, families and community members can drop off unwanted clothes, shoes and other textiles (clothes, jackets, snow pants, shoes, boots, purses, towels, blankets, comforters and sheets) **at all SDNB schools**. They also can drop off donations on **Saturday, April 25 from 9 a.m. to 1 p.m. at New Berlin Eisenhower Middle/High School, 4333 S. Sunnyslope Road**.



The school that donates the most clothes and shoes will receive a “BETR Earth Day 2015 Trophy” along with a \$250 gift card for the school. Joining SDNB in the friendly contest are Parkway Elementary and Glen Hills Middle School, both in Glendale, and Holy Family Parish School in Whitefish Bay.

All donated clothes will be recycled and will help employ and clothe people in need in developing countries all around the world. Even clothes that are overly worn or stained are re-purposed to become wiping and polishing cloths for use in manufacturing and other industries.

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. This is a tremendous learning opportunity for students.”

The BETR Earth Day Challenge is the brainchild of Tim Engel, President of Better Earth Textile Recycling.

“Through the efforts of Better Earth Textile Recycling and other similar organizations, the world’s poorest people have access to the clothing they need, Engel said. Combined, textile recycling organizations like BETR 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](#).