



## PRESS RELEASE

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### **THE CHALLENGE: CREATE HIGH FASHION FROM RECYCLED MATERIALS**

**GLENDALE, Ariz.** – What happens when Project Runway meets Mother Earth? The answer is a unique fashion event dubbed “Recycle the Runway,” hosted by the city of Glendale and Arrowhead Towne Center to celebrate Earth Day and the recent expansion of Glendale’s recycling program.

It all begins with a call for contestants in a fashion design contest that uses only recycled materials – the ones accepted in Glendale’s curbside recycling program, which now includes plastics 1-7. The contest will challenge three eco-conscious designers to create a dress that would make Mother Earth proud and maybe Stella McCartney a little envious.

The winning designer will win a \$500 gift card, and \$50 gift cards will be given to the two runners up.

Potential contestants have until Earth Day, April 22, to enter. Entry forms are available for pick-up from Guest Services at Arrowhead Towne Center during mall hours, 10 a.m. to 9 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday.

To be considered for the contest, participants must:

- Write a 100 word or less summary of why they think it would be fun to take part in this challenge, along with a list of materials they want to use. All materials must be part of Glendale’s recycling program.

(MORE)

## Recycle the Runway ADD 1-1-1-1-1

The full list of recyclables can be found at [www.glendaleaz.com/sanitation](http://www.glendaleaz.com/sanitation). Participants can also include pertinent details on their artistic background, and photos of past work.

- Be available from 7 a.m. to 10 a.m. on Tuesday, May 10 for the competition, and at 1 p.m. on Saturday, May 14 for the judging.

- Submit completed entries no later than 9 p.m. Friday, April 22 at the Arrowhead Towne Center's Guest Services.

- Be 18 years of age as of April 4, 2011.

Potential contestants may find inspiration from an eco-fashion event hosted by Arrowhead Towne Center's sister mall by visiting,

<http://www.facebook.com/album.php?aid=420414&id=275389385439>

The three future designers selected as contestants will be notified the week of April 26 and given full rules and regulations at that time.

For more details on "Recycle the Runway," visit [ArrowheadTowneCenter.com](http://ArrowheadTowneCenter.com) and for more details on Glendale's recycling program, visit [www.glendaleaz.com/sanitation](http://www.glendaleaz.com/sanitation).

### MATERIALS FOR HIGH FASHION

Contestants in the Recycle the Runway challenge can fashion designs from these items which are all part of Glendale's home collection recycling program.

#### Aluminum Cans

#### Cardboard

**Cartons** such as half-gallon milk or juice cartons

**Chipboard** like cereal, cracker and cake mix boxes

**Mixed Paper** such as magazines, junk mail, catalogs, brown paper bags, telephone directories

**Newspaper** including advertising inserts

**All Plastic Containers that carry recycling symbols of 1 through 7** such as milk jugs, soda bottles, water bottles, detergent bottles, beverage cups, margarine tubs, sour cream tubs, yogurt cups.

**Steel/Tin** like soup or vegetable cans

No styrofoam, plastic bags, bubble wrap or fabric of any kind can be used in contest.