

# SU Denim Drive doubles goal of collecting 500 jeans

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Syracuse University's PRSSA chapter has doubled its goal of collecting 500 pairs of jeans during the month of October. SU competed with five schools across the nation in Cotton's "Cotton. From Blue to Green" campaign. The call-to-action denim drive converts donated denim into UltraTouch™ Natural Cotton Fiber used to insulate houses in communities in need.

The SU team collected more than 1,000 jeans, enough to insulate two houses.

"The amount of support and generosity we've received from the University and surrounding community has been fantastic," team leader Laura Foti, a sophomore PR major, said. "It's important for our generation to learn about sustainability and the denim drive has done a wonderful job relaying this message."

The State University of New York College of Environmental Science and Forestry's Green Campus Initiative also partnered with the denim drive. The SU team also received support from members in the community, such as the Carrier Corp., South Louis High School and Queens College. The SU denim drive was also featured on the Channel 9 news.