SAMPLE PRESS RELEASE

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**[LOCAL GOVERNMENT] Asks [Oregonians] to “Make Every Thread Count”**

*Buying well-made clothes saves money, resources and prevents waste*

**[CITY]** – [LOCAL GOVERNMENT] is encouraging [Oregonians] to choose quality over quantity when buying clothes. The new campaign, “Make Every Thread Count,” asks people to think differently before buying clothes, make smarter choices at the register and find ways to extend the life of their clothing before making new purchases.

“Poorly made clothes wear out quickly, clutter closets and end up in landfills,” says [NAME, TITLE]. “Well-made clothes are available for every budget, and can be worn often and for years to come. This not only save money, but it also protects resources and prevents waste.”

Today, the average consumer buys 60 percent more clothing items and keeps them for about half as long as 15 years ago, spurring increased production of more, often lower quality, garments. Clothing manufacturing is resource intensive, requiring materials, water and energy. It can take up to 1,500 gallons of water to manufacture just one t-shirt and a pair of jeans—the equivalent to the amount water a person will drink in 13 years.

In addition to the environmental impacts, a recent study found that 42 percent of Oregonians regretted buying an item of clothing in the past year. Most of the reasons driving regret are completely preventable, such as impulse buys, purchasing unnecessary sale items and buying poor quality. The same survey also found that 33% of respondents got rid of clothing because they no longer liked it, indicating that more thoughtful purchases could prevent waste.

The Make Every Thread Count campaign provides information and resources to help [Oregonians] identify quality and care for their clothes. Tips include learning how to identify well-made clothes, making the right laundering choices and advice on simple repairs. As a result, consumers can dress well, while saving money and reducing negative impacts on the environment. Extending clothing life by just three months can reduce carbon, water and waste footprints by up to 10 percent.

“Taking better care of our clothes and making them last longer can reduce the environmental impacts of fashion,” says [NAME, TITLE]. “The longer we can make our clothes last, the less that needs to be produced.”

For more information on the how to reduce textile waste, visit: [website](http://www.instertwebsite).com.

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**For further information, please contact:**

[Add local government contact]

**About this campaign**

Make Every Thread Count is a public awareness campaign that encourages [Oregonians] to think differently before buying clothes, make smarter choices at the register, and extend the life of their clothing. [Oregonians] are smart, practical consumers, and this campaign shows how simple steps can greatly reduce the environmental impacts of a material so commonly found in Oregon’s waste stream.