**Newsletter Copy | Make Every Thread Count**

This customizable text can be used in e-newsletters, direct mail pieces to customers, or on your website.

**Oregonians are making every thread count.**

Join [Oregonians] in choosing quality clothes that save money, last longer, and reduce waste. Poorly made clothes wear out quickly, clutter closets, and end up in landfills. Well-made clothes are available for every budget, are built to last, and can be worn often and for years to come.

It’s about making choices that make sense—which is just part of who we are.

Visit [website.com] to find how you can make every thread count.

[Insert tip and/or infographic from steps 1-3 in web copy]