

PRESS RELEASE

Contact: Nancy Judd, 505-577-9712

Children across the US help artist Nancy Judd make a new eco-fashion.

Santa Fe, NM (November 9, 2010) - Nationally recognized artist and environmental educator Nancy Judd, of Recycle Runway, will work on her latest recycled creation (the Youth Eco-Dress) in public workshops at the Recycle Santa Fe Art Festival. The Festival will take place Friday November 12 -14, 2010, at El Museo Cultural.

Ms. Judd has been working on the Youth Eco-Dress for the last two years with children across the country. The Scarlet O'Hare style dress (sketch/photos attached) is covered in paper link chains made of white recycled office paper. The strips of paper bare the names and environmental pledges of children across the US. Ms. Judd gathered the pledges in presentations that she has given from Los Angeles to Atlanta. The base of the garment is made from torn sheets donated to the project by the La Fonda Hotel.

The finished dress will be displayed, with the rest of the Recycle Runway collection, in the Hartsfield-Jackson Atlanta International Airport for one year starting in January 2011. The exhibition will be placed in nine cases throughout the International Concourse E. The airport estimates that during that time between 10-13 million people will pass through the concourse.

Ms. Judd says: "I get goose bumps imagining the impact of 13 million people from all over the world seeing my work. I can't believe my good fortune having this unique opportunity to reach so many people with the message of sustainability!"

About Recycle Runway

Recycle Runway uses glamorous couture fashions made from trash to inspire people to recycle, conserve resources, and prevent pollution. Commissioned by global corporations including Toyota, Coca-Cola, and Starbucks, each garment is a one-of-a-kind piece of wearable art that takes between 100-450 hours to create. Innovative environmental education programs reach millions of people across the globe with exhibitions, presentations, and international media outreach. The Recycle Runway Collection is exhibited in high-traffic locations such as airports, museums and malls to encourage people to care for the environment. Engaging presentations and workshops enthuse youth and adults while providing information on sustainability. Visit www.RecycleRunway.com to see photos of Ms. Judd's work.

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Sketch of the Youth Eco-Dress

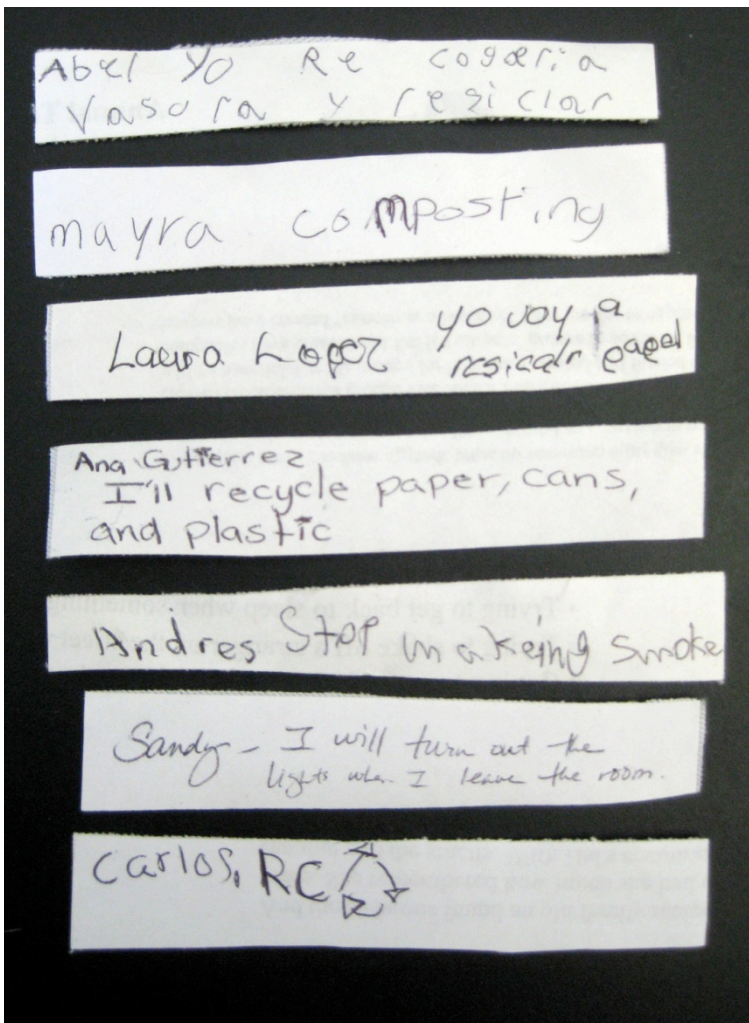
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Presentation and pledges from Sweeney Elementary School in Santa Fe, NM.

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