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PRESS RELEASE

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**RECYCLE UTAH RECYCLES NIKE AND CROCS SHOES
IN EXCITING NEW PROGRAM WITH MANUFACTURERS**

PARK CITY, UTAH – Recycle Utah announces an exciting new program to collect Nike and Crocs shoes at the Park City center on Woodbine Way.

Nike athletic shoes will be shipped to a special Nike factory to be made into athletic court surface material. Crocs Shoes, the popular all-plastic footwear that looks like Dutch clogs, will be collected for re-distribution in countries throughout the world to people in need.

“Both Nike and Crocs have shown tremendous environmental responsibility by establishing return programs to promote the reuse and recycling of their products,” said Insa Riepen, Executive Director of Recycle Utah. “We are making it easier for Summit County residents to recycle these products by collecting them at the Park City center.”

Nike’s athletic footwear collection program started in 1990. Since then, the company estimates that almost three million shoes have been collected. The soles are processed at a “slice-and-grind” plant in Wilsonville, Oregon.



According to Nike's website, each recycled shoe is cut into three slices - rubber outsole, foam midsole and fabric upper. These slices are then fed through grinders and purified. Once purified, these substances become three unique types of Nike Grind:

- Nike Grind Rubber, made from the shoe's outsole, is used in track surfaces, interlocking gym flooring tiles, playground surfacing and consumer products, such as new footwear outsoles and trim items like buttons and zipper pulls.
- Nike Grind Foam, made from the shoe's midsole, is used as a cushion for outdoor basketball and tennis courts, as well as futsal fields.
- Nike Grind Upper, made from the shoe's fabric upper, is used in the creation of cushioning pads for indoor basketball, volleyball courts and equestrian surfacing products.

Crocs "SolesUnited"™ program donates used footwear to countries like Bosnia, Cambodia, Chad, Darfur, El Salvador, Guatemala, Mongolia, Sierra Leone, Sudan, Vietnam and Zimbabwe, just to name a few.

Since they began accepting used shoes by mail or at retail stores, Crocs has donated 20,000 shoes in the past 18 months with an additional 180,000 shoes pledged to a humanitarian organization in Malawi.

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“The leadership of these organizations makes leadership by Recycle Utah in the footwear recycling effort easier,” said Insa Riepen.

Nike collection bins and a Croc collection bag will be located in the ReStore warehouse for donations seven days a week, she added.

For more information about the Crocs program go to www.solesunited.com. To learn about the Nike program go to www.nikereuseashoe.com. For more information about Recycle Utah’s collection program, call 649-9698.

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