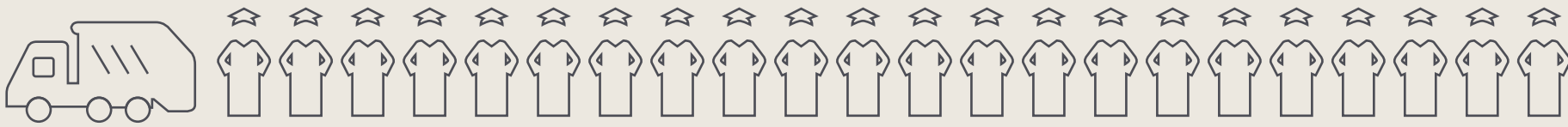


The Dirty Truth of Graduation

It's finally here: graduation day. Years upon years of countless exams, quizzes, projects and all-nighters translate to one very important piece of paper— their ticket to the next step in life.

“Pomp and Circumstance” fills their ears. They shuffle forward, following the lead of the student in front of them. Above the shouts and cheering, they locate their family in the crowd. They're proud of their graduate; you should be, too. Within 90 short minutes, the celebration is over: diploma received; pictures taken. What happens next? Where will life take them?

Have you ever considered what happens to their graduation gown after they're done wearing it? Polyester gowns are made from PET, a petroleum based chemical compound that does not biodegrade. Despite the accomplishment a cap and gown represents, over five million are discarded and eventually dumped into landfills each year. The impact this has on our environment can no longer be ignored.



Pitched: 3.2 Million High School + 2.3 Million College Gowns = 5.5 Million Gowns



3.2 Million
gallons oil each year



5.5 Million
graduation gowns each year



Bad Chemistry

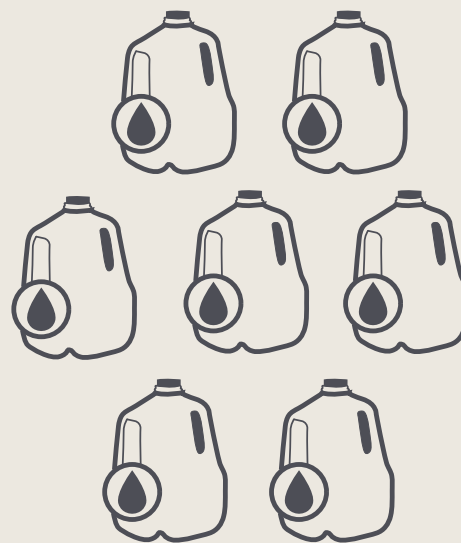
Polyester is constructed out of polyethylene terephthalate (PET), the same chemical compound used to make plastic water bottles. PET does not fully decompose, surrendering any hope of products made from it biodegrading. Fortunately, polyester can be recycled over and over and over again.

In one year we use:
Source: The Pacific Institute


28 Billion Plastic Bottles



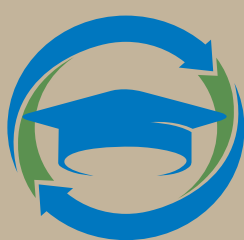
714 Million Gallons of Oil



 x 1 =  x 39

 x 23 =  x 1

 x 1 =  x 1.7

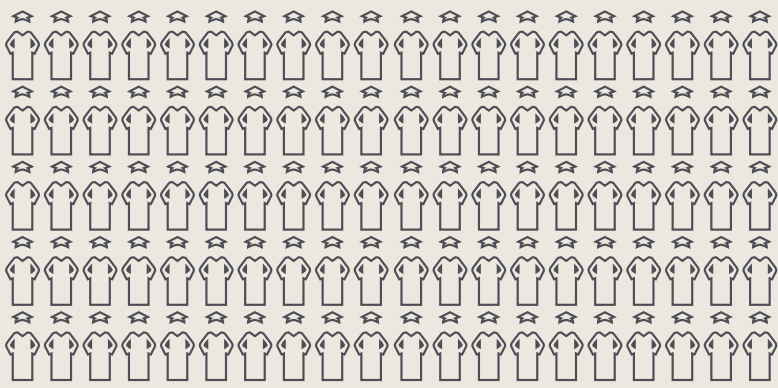


The Solution

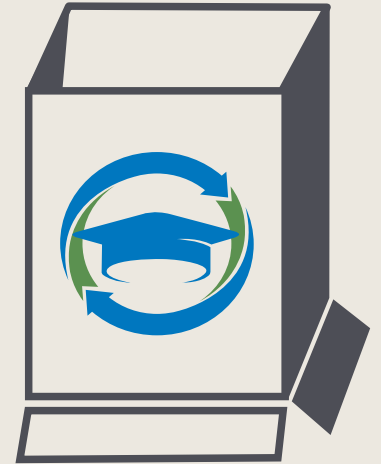
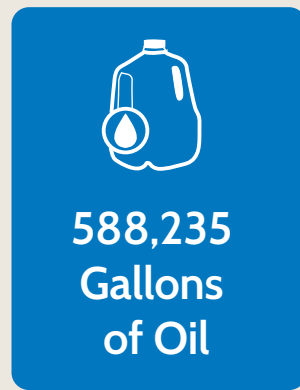
Gown manufacturers have fooled students and parents into believing that they have had no choice other than to purchase a new gown – something that will probably be worn for only 90 minutes. Join GreenerGrads in our plans to recover, reuse and repurpose one million graduation gowns in 2014-2015. Together, we can reduce the mass production of polyester and breathe new life into old gowns. They're moving on; help their graduation gown do the same.

recover

1 Million Gowns Collected

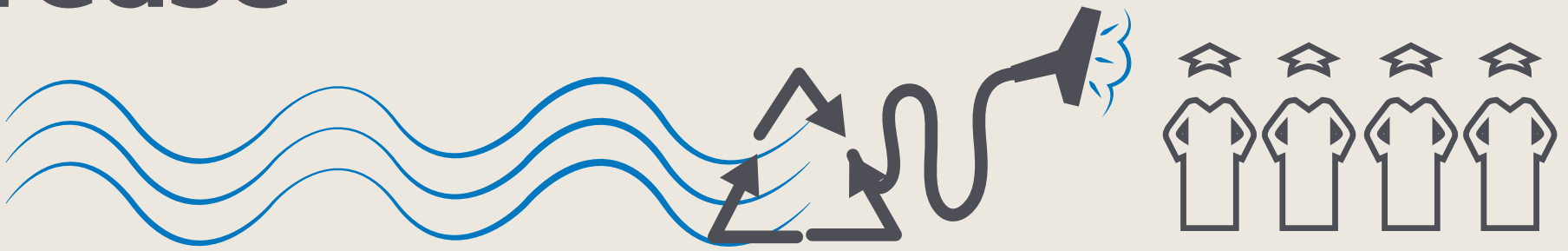


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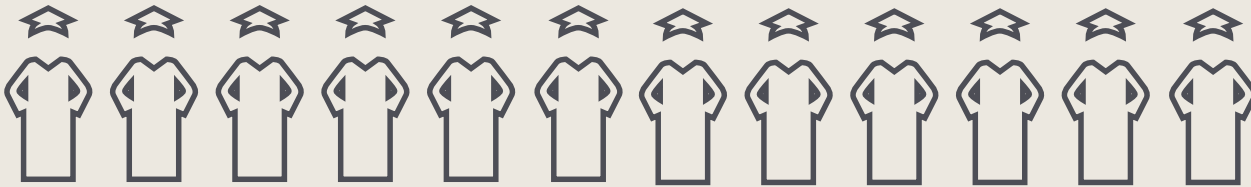


reuse

All gowns will be sanitized and cleaned using steam.



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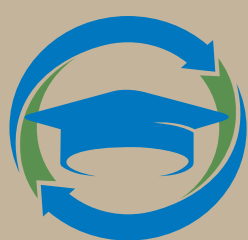


repurpose

Gowns will be reused up to 12 times before being upcycled or repurposed as lining or fill material for other products.



That's saving 250 Garbage trucks full of gowns a year!



GreenerGrads

because tomorrow matters

www.GreenerGrads.org