

**FOR IMMEDIATE RELEASE**

**THE GREAT GREEN WAY**

**The Broadway Green Alliance Announces  
Textile Drive  
Wednesday, September 19<sup>th</sup>  
11am - 1pm  
Duffy Square**

***For The Theater Industry and Its Fans***

(New York, NY) September 17, 2012 – The Broadway Green Alliance (BGA) is sponsoring a textile drive for the theater industry and its fans on Wednesday, September 19<sup>th</sup> from 11:00 am – 1:00 pm in Duffy Square at 46<sup>th</sup> Street and Broadway (just south of the TKTS booth). Collection drive efforts in the fall of 2011 garnered 1750 pounds of materials, donated by casts & crews of 20 shows, half a dozen costume shops and theatre-related businesses, as well as theater patrons on their way to the Wednesday matinees.

The collection drive is open to all shows, theaters, industry members and fans and is designed to engage members & fans of the industry to join BGA volunteers in keeping textiles out of landfills.

All goods will be collected by Wearable Collections, who will make sure that 96% of everything collected gets re-purposed or recycled. They accept all used clean clothing, including shoes, handbags, belts, and hats, and household & backstage items: curtains, linens, and towels (carpeting is not accepted). Wearable Collections will donate a portion of the proceeds to the Broadway Green Alliance to aid in the BGA's efforts to turn Broadway into the Great Green Way. Although the BGA will not be distributing receipts for tax deductions, the IRS allows donators to claim up to \$500 worth of clothing donations without a receipt.

BGA Coordinator, Rebekah Sale, says, ““We are pleased to partner again with Wearable Collections, a leader in the effective reuse and responsible disposal of unwanted textiles. Through these drives, the theatre community keeps tons of used costumes, clothing, towels, sheets and other textiles out of the landfills. Wearable Collections uses nearly half of the donated textile waste as secondhand clothing and processes most of the rest into wiping and polishing cloths or into fibers used in products such as fiberboard, upholstery or new textiles.”

Industry members unable to attend the event are welcome to drop off their textiles at one of three locations: TWU Local 764 at 545 West 45<sup>th</sup> Street, Actors' Equity Association at 165 West 46<sup>th</sup> Street (14th Floor), or Local 802 AFM at 322 West 48<sup>th</sup> Street (during regular business hours).

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**THE BROADWAY GREEN ALLIANCE** (BGA) educates, motivates and inspires the entire theater community and its patrons to implement environmentally friendlier practices. The BGA (formerly Broadway Goes Green) was launched in 2008 as an ad hoc committee of The Broadway League and has become a program of Broadway Cares/Equity Fights Aids. The BGA brings together all segments of the theater community, including producers, theaters in New York and around the country, theatrical unions and their members, and related businesses. Working closely with the Natural Resources Defense Council (NRDC), the BGA identifies and disseminates better practices for theater professionals and reaches out to theater fans throughout the country. For more information, visit [www.broadwaygreen.com](http://www.broadwaygreen.com).

**WEARABLE COLLECTIONS** is a socially responsible clothing recycling company that makes it as easy for New Yorkers to recycle their clothing, as it is to recycle cans, bottles and newspapers. Wearable Collections provides a no cost solution to textile recycling within residential buildings in New York City. Through this process they not only divert textiles from landfills, but also are able to raise money for charitable organizations. [www.wearablecollections.com](http://www.wearablecollections.com)

**THE BROADWAY LEAGUE**, founded in 1930, is the national trade association for the Broadway industry. The League's 700-plus members include theatre owners and operators, producers, presenters, and general managers in over 200 North American cities, as well as suppliers of goods and services to the theatre industry. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada. Visit [BroadwayLeague.com](http://BroadwayLeague.com) for more information.

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