

FOR IMMEDIATE RELEASE

**THE BROADWAY GREEN ALLIANCE'S
2013 TEXTILE DRIVE**

DATE ANNOUNCED:

**Wednesday, March 27th
11am - 1pm
Duffy Square**

Theater fans and pros help keep clothing, accessories, and household items out of landfills

(New York, NY) March 13, 2013 – The Broadway Green Alliance (BGA) is sponsoring a textile drive for the theater industry and its fans on Wednesday, March 27th from 11:00 am – 1:00 pm in Duffy Square at 46th Street and Broadway. The collection drive is open to all shows, theaters, industry members and fans.

Collection drive efforts in the fall of 2012 garnered 1750 pounds of materials. Textiles were donated from the casts and crews of 20 shows, many costume shops and theatre-related businesses, plus theater patrons on their way to Wednesday matinees.

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 make Broadway greener. 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.

“At BGA we want to give members of the theatre community the opportunity to keep tons of used costumes, towels, sheets and other textiles out of landfills,” says BGA coordinator Rebekah Sale. “This year we have partnered again with Wearable Collections, a company that in 2012 diverted 2 million pounds of textiles. With their help, we are continuing to keep Broadway green.”

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 45th Street, Actors' Equity Association at 165 West 46th Street (14th Floor), or Local 802 AFM at 322 West 48th 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.

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

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 who present in nearly 200 markets in North America, 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. For more information, visit www.BroadwayLeague.com, or follow The Broadway League on Twitter [@TheBwayLeague](https://twitter.com/TheBwayLeague) or on Facebook at www.facebook.com/BroadwayLeague. Download the free [iLoveNYTheater app](#) and free [IBDB app](#) for iPhone, iPad, and iPod on iTunes.

Broadway theatres are filled with an exciting array of new and classic musicals and plays, providing the perfect experience for every audience. Great seats are available at every price point and are easy to buy online, by phone, or in person at theatre box offices. Broadway performs every day of the week at multiple curtain times to accommodate every schedule.

The Broadway League annually presents the Antoinette Perry "Tony" Awards,[®] one of the most coveted awards in the entertainment industry, with The American Theatre Wing.

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