



DON'T BURN YOUR BRA, RECYCLE IT!

B.R.A. Program Transforms Used Bras into Red Carpet Style and Funds Cancer Research

New York, New York –December 9, 2010 – Kathleen Kirkwood, dubbed the “Queen of Shapewear,” has been famous among QVC viewers for her line of transforming shapewear that turns bodies into slimmer, younger-looking silhouettes. She began in 1983, designing the first clip-on shoulder pad, pints of Pads® made from polyurethane foam, and now offers uplifting padded bras as well. So after 25 years of success, the former Ford model has a new ambition: recycling bras. “I intend to recycle 20 billion bras by 2020,” she says. It is estimated that 430 million bras are sold in the U.S. each year, so the goal is realistic for units from closet to trash.

Kirkwood announced the launch of B.R.A., the Bra Recycling Agency, a program that enables consumers to send old bras to a recycling plant where they will be turned into recycled carpet cushion. Steel underwire is removed and sent to a metal recycler, and 100 percent of the revenue from the recycled metal is donated to breast cancer early detection efforts and research.

“Until today, old bras were sent to the dump, a tragedy for the environment,” explains Kirkwood. “Our recycling program can eventually eliminate as much as 10 to 15 tons of waste per day, decreasing toxicity from polyurethane foam, polyesters, nylons, latex and metals in landfills and incinerators.”

Standing on a dock in China a few years ago watching a shipment of new bras being loaded, she was startled by the visual impact of the sheer volume of goods that would eventually end up as landfill. She searched to find a recycling program and found none, prompting her to create a viable recycling program that would solve the problem as well as give back.

The pilot program took 18 months to complete. Ten thousand bras were collected during a Maidenform Town Hall meeting, according to Kirkwood. “That’s 1.2 tons of bras! We work with a specialized plant in Cumberland City, Tennessee to shred and pulverize the bras, remove metal, then process the material into carpet cushion. We are teaming up with Leggett & Platt to create magnificent recycled red carpet with padding created from a percentage of recycled bras.” Kirkwood anticipates seeing her B.R.A.-certified red carpet gracing gala events and catwalks, and attracting the attention of big-name sponsors who support the sustainable concept and philanthropic outreach of B.R.A.



B.R.A.® the Bra Recycling Agency is a trademark of Kathleen Kirkwood, inc. ©copyright 2010 all rights reserved.
Processing Methods International Patent Pending

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DON'T BURN YOUR BRA, RECYCLE IT!

By recycling your bra, you eliminate harmful waste in landfills, and you help save lives by contributing to breast cancer research and education.



All you need is a bra and a stamp.



Recycling method made possible by our green collaborators:



www.universalcomposites.com



www.rentagreenbox.com



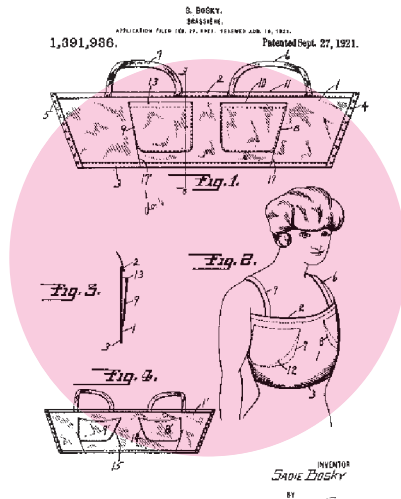
www.hkmdm.com



www.lpcarpetcushion.com



www.metrohealth.org



(This one from the 1921 pocket sling from Sadie Bosky in 1921 – glad we've moved on!)

According to the publishers of Bust-Up (© Wallace Reyburn 1971), the bra was invented in 1884 by the fictional character Otto Titzling and patented by Pierre Brassiere.

Since then, a bazillion designs, patents and inventions have been created, to support and enhance our 'girls'... and a gazillion bras have been sent to the trash.

Unfortunately, our uplifting bras become a disaster when mixed in with landfills, and sit there emitting icky stuff for over 500 years.

Until now! Choose to **RECYCLE!**

The B.R.A.® (Bra Recycling Agency) was founded by Kathleen Kirkwood on December 9th, 2010 ([youtube.com/bra recycling](https://www.youtube.com/bra_recycling)) and is charged with recycling your bras into a clean and green red carpet cushion padding for celebrity and VIP events; for a cleaner environment and a lower carbon emission...while creating a donation to **The MetroHealth Foundation** to fund breast cancer early detection efforts and research.



Just access a bra mailing envelope or bra collection bin (see details on www.brarecyclingagency.com) and mail in your old bra for safe and clean recycling.

You might find a really cool discount on your envelope from one of our generous sponsors!



1

We Pulverize!

+



2

We Magnetize!

=



3

We Red Carpetize!

