



REPREVE part of ESPN's X Games' commitment to environmentality



ASPEN, Colo. — Looking around Buttermilk Mountain, home to X Games Aspen 2013, you can't help but notice the countless recycling stations set up to promote environmentalism over ESPN's four-day-long action sports event.

As the recycling sponsor of X Games Aspen 2013, the REPREVE brand has teamed up with pro snowboarder Elena Hight to help raise awareness about the significance of recycling. Hight is a two-time Olympian and winner of multiple X Games medals in Women's Snowboard Superpipe.

REPREVE is made from recycled materials, including post-consumer plastic bottles, and is an essential ingredient that makes fabrics and garments sustainable. The recycled fiber goes into many winter sports-related brands including Patagonia, The North Face and Polartec-based products.

"Not many people know that REPREVE is a recycled ingredient that makes so many of the clothes we buy eco-friendly," said Hight, who earned a silver medal with a historic trick Saturday. "It's really cool to know that the bottles we recycle at X Games Aspen could actually end up in my clothes."

As part of its on-site activation and to help drive awareness, REPREVE has been giving away thousands of lime green REPREVE beanies. Each beanie is made from six recycled plastic bottles.

REPREVE joins several other local sponsors of X Games Aspen including Office Depot, The North Face, Loctite, OtterBox, Yoplait and Monster Cable.

The X Games have also secured deals with several sponsors to participate on a global level. Those sponsors include GoPro, Red Bull, Jeep and Ford. Jeep and Ford share the automotive category, with Jeep having a presence in the winter events and Ford participating in summer events. America's Navy is also an official X Games partner and has a presence in Aspen and Los Angeles as well as within the Global X Games telecasts in the US.

