

## Interview Opportunity: Fashion Takes Action Leads Canada's First Textile Recycling Pilot

Monday, November 1 2021, Toronto ON – Not-for-profit organization Fashion Takes Action (FTA) has created a local textile recycling supply chain, and with financial support from Environment & Climate Change Canada, is launching a pilot project this fall to address the growing number of textiles in Canadian landfills.

Throughout the month of November, customers can bring in their unwanted clothing for donation at participating SportChek locations. From there, Goodwill Industries Ontario Great Lakes will collect the donated material, sort out any items that are not 100% polyester, and deliver the material to an industrial shredder in Quebec. The shredded material will then head to a Quebec textile mill to be made into a felt, leaving SportChek with a final recycled textile that can be locally manufactured into a new product, with a goal to be available in stores by Fall/Winter 2022.

“We’re encouraging locals to donate their unwanted garments, primarily athletic clothing that is 100% polyester, to one of the participating SportChek locations to help make Canada’s first textile recycling pilot a success”, states Fashion Takes Action founder Kelly Drennan. “Typically, this method of textile recycling produces a downcycled product such as insulation or under-padding. This pilot will produce an aesthetically pleasing, consumer-facing end product to demonstrate to both industry and government that there is a business case for a local recycling in Canada. And with over 500,000 tonnes of textiles going to Canada’s landfills each year, *now* is the time to take action toward a new textiles economy”.

Participating SportChek locations with in-store collection bins include:

- Norwich Centre, 399 NORWICH AVE, WOODSTOCK ON
- London Hyde Park, UNIT 101, 1250 FANSHAWE PARK ROAD W., LONDON ON
- Lambton Mall, 1380 LAMBTON MALL UNIT 170, SARNIA ON
- White Oaks Mall, UNIT #93 1105 WELLINGTON ROAD, LONDON ON
- Argyle Mall, UNIT #14 1925 DUNDAS ST EAST, LONDON ON
- Masonville Place, 1680 RICHMOND ST N, LONDON ON
- 653 GRAND AVENUE WEST, CHATHAM ON
- Devonshire Mall 3100 HOWARD AVENUE, SUITE 11, WINDSOR ON
- Westwood Centre 165 WONDERLAND ROAD SOUTH, LONDON ON

If you are interested in learning more about this pilot project, please let me know as I would be happy to coordinate an interview. In the meantime, you can learn more at <https://fashiontakesaction.com/circularity/>

Fashion Takes Action is Canada’s premier not-for-profit organization founded in 2007 to advance sustainability across the entire fashion system through education, awareness, research, and collaboration. FTA helps to identify and overcome barriers to sustainability, for industry and consumers alike, achieved through the WEAR conference and SHIFT series, the Sustainable Fashion Toolkit, and its youth education program My Clothes My World.

- 30 -

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