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News about the Cotton Research & Promotion Program from the Cotton Board

Who: Cotton, Inc.

What: "A Natural Part of Everyday Life" Mall Campaign, including signage, sales incentives and sweepstakes messaging.

Where: 85 malls nationwide, (at least one in all fifty states-see link below for detailed list of all malls)

When: The campaign will launch in April 2008, around Earth-week, and continue through December, hitting different malls at different times (see link below for schedule)

Why: The campaign aims to break through the clutter in sustainability marketing that confuses consumers. The concept is to deliver a sincere, relevant message using the concept, "a natural part of everyday life."

How: The campaign will be brought to life on large-scale mediums such as sky banners, elevator doors, floor graphics, etc. In addition, the chance to win an iPod will drive customers to TheFabricofOurLives.com for sweepstakes entry.

Please follow this link to see when the campaign will hit a mall in your area:

www.cottonboard.org