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DIRTBALL FASHION LAUNCHES NEW DESIGNS WITH NEW DESIGNER

HICKORY, N.C. (May 26, 2009) – Dirtball Fashion launched it’s “Summer Series” today encompassing 16 new T-shirt designs for men, women and children by Atlanta based graphic artist Shane Poda. Poda, who has done design work for numerous Fortune 500 companies as well as several brands in the skiing and outdoor industry is the first of several designers that will be putting their artistic touch ton the Dirtball brand.

“When the folks at Dirtball approached me about doing some designs I couldn’t say no. It is a great brand and what a story, they are doing it right”, stated Poda. Dirtball’s President, Joe Fox stated “I recognized Shane’s artistic ability and insight into the creative process and knew he would be a great asset to our brand and in an effort to continually offer “fresh” products to our customers”.

About Dirtball Fashion

Founded in 2008 by Joe Fox, race car driver, entrepreneur and North Carolina native, Dirtball strives to make fashionable, eco-friendly clothing for active individuals – cutting across age and gender lines.

Dirtball only uses recycled or organic domestic produced materials in their products and all products are designed and produced in the United States the majority within a 250 mile radius of headquarters. Not only does the recycled content add to the ecological-friendliness of the company, but the U.S.-based manufacturing arm adds to the local economy and shortens shipping distances, thereby reducing Dirtball Fashion’s carbon footprint. Please visit www.dirtballfashion.com for more information and an on-line catalog.

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PHOTOS OF THE SUMMER SERIES THE AND FULL DIRTBALL FASHION LINEUP AT

WWW.DIRTBALLFASHION.COM

Quick Facts on Dirtball Material

- Each Dirtball T-shirt contains 2 ½ 16oz. water bottles.
- Dirtball's current short "The Dirt Short" - is made out of 10 16-ounce bottles, which have been repurposed to create a high-quality polyester fabric. The shorts are not only recycled, but recyclable. Once a pair is worn out it can be returned to Dirtball Fashion where it gets sent back to their North Carolina headquarters to be re-spun back into polyester fiber. To thank the customer for their environmental friendliness, the customer will receive 20% off a future on-line purchase. No other clothing company has a recyclable short.
- All shirts printed with water based ink.
- 2 million plastic bottles are used in the U.S. every 10 minutes.
- 51 billion plastic bottles go into U.S. landfills every year.
- 3 billion plastic bottles recycled is the equivalent of saving over half a million barrels of oil and eliminating 400,000 tons of harmful air emissions which contribute to acid rain, global warming and smog.
- Recycling pre-consumer cotton helps to keep 5 billion pounds of waste from going into U.S. landfills.
- Buy buying fabric made with recycled cotton, you are helping to reduce the effects of insecticides and other chemicals have on our soil, air and water tables.
- It takes 1/3 lb of agricultural chemicals to produce 1 cotton t-shirt.
- Cotton requires 22,000 liters of water to produce 1 kilogram of cotton lint making it the most fresh water intensive crop in the world.
- Cotton uses some 25% of the world's insecticides, even though it is grown on 2.4% of the world's land. Cotton consumes 60% of the insecticides applied in the U.S.
- Recycled cotton doesn't take the manual labor or land use that is required for conventionally grown cotton. It takes twice as much land usage to produce the same amount of organic cotton as conventionally grown cotton.
- The majority of the organic cotton is produced in Asia and shipped to the U.S. offsetting any environmental benefits due to the transportation resulting carbon footprint.

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