

*MEDIA CONTACT:* Dan Passe, 704-634-9022, [dan@autopasse.com](mailto:dan@autopasse.com)



## **DIRTBALL FASHION LAUNCHES NEW RECYCLABLE-MATERIAL SHORTS**

*- U.S.-made high-quality shorts to join shirts in new eco-friendly clothing line -*

HICKORY, N.C. (February 10, 2009) – Most people don't think about what happens after their 16-ounce plastic bottle goes into the recycle bin, but Dirtball Fashion does. Their new, high-quality shorts line – "The Dirt Short" – is made out of 10 16-ounce bottles, which have been repurposed to create a high-quality polyester blend fabric.

Currently available in men's sized from small through extra large, 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 them for their environmental friendliness, the customer will receive 20% off a future on-line purchase from [www.dirtballfashion.com](http://www.dirtballfashion.com).

"My goal with the new line of shorts is to combine style, a rugged nature, with a social conscience," said Joe Fox, president, Dirtball Fashion. "There's no reason not to 'go green in style' with our eco-friendly clothing and apparel for men, women, and children."

This is merely another product in Dirtball Fashion's clothing lineup, which includes T-shirts, hats, knits and moisture management. Coming in fall 2009 is a "water bottle-based" jacket, backpack and an organic cotton canvas pant.

### **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 when available and all products are designed and produced in the United States the majority within a 200 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](http://www.dirtballfashion.com) for more information and an on-line catalog.

###

*PHOTOS OF SHORTS AND FULL DIRTBALL FASHION LINEUP AT*

[WWW.DIRTBALLFASHION.COM/MEDIA.HTML](http://WWW.DIRTBALLFASHION.COM/MEDIA.HTML)