



News Release

www.aatcc.org

Contact: Suzanne Holmes, Senior Technical Associate

Phone +1 919 549 3537; Fax +1 919 549 8933

E-mail holmes@aatcc.org

STUDENTS CAN WIN CASH AND PRIZES FOR *ECO CHIC!*

**RESEARCH TRIANGLE PARK, N.C., USA, Tuesday, January 18, 2011—
AATCC launches the 2011 edition of its popular Concept 2 Consumer[®]
Student Design Competition.**

The seventh annual student design competition, sponsored by AATCC's Concept 2 Consumer[®] (C2C) interest group, gives students a chance to win cash, prizes, and recognition in the textile industry!

Because of the growing emphasis on sustainable textiles, this year's theme is *Eco Chic Bag*. Students are challenged to lend a creative touch to the growing market for reusable shopping bags and create a marriage between style and sustainability.

AATCC has made entering easier than ever this year. The competition's fits into one semester, the 2011 spring semester (January to May) to better serve those who wish to use it as a class project.

Students may work individually or in teams of up to four. All AATCC student members are eligible. (Students who aren't members yet can easily join!) In addition to cash prizes (up to US\$1,000!), first and second place winners receive a Pantone Cotton Planner (US\$595 value). One bag design from each of the top four entries will be professionally printed and constructed by [TC]².

The e-brochure with guidelines and instructions, Pantone[®] color palettes, entry form, and questionnaire can be found at

www.aatcc.org/members/students/competitions.cfm

ABOUT AATCC: *AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, N.C., USA, provides test method development, quality control materials, and professional networking for members in about 60 countries throughout the world.*

#

For the latest AATCC Press Releases and Photos: www.aatcc.org/media/pr

If you do not wish to receive information regarding AATCC activities,
please send a message including your email address to thomass@aatcc.org.