

Read the article. Then answer the questions.

RECYCLE YOUR JEANS!

Since 1969, the Gap has been one of the leading makers of blue jeans in the United States. Recently, 1,000 Gap stores across the United States, Canada, and Puerto Rico asked customers to do something rather strange—bring their old blue jeans back to the store. It was part of a campaign called “Recycle Your Blues” which combined an environmental awareness campaign, a marketing program, and a charity event.

Asking people to return something they bought attracted the attention of a lot of people. In just two weeks, they collected more than 270,000 pairs of jeans! That was the recycling part of the campaign. People who returned jeans that were worn out or that no longer fit were given a 30% discount off a new pair of jeans at the Gap. That was the marketing part.

The charity part happened when the recycled material was donated to help build homes for the needy. “We hope the drive will help foster awareness about cotton's recyclability among our consumers, while enabling them to give back to communities in need,” Marka Hansen, president of Gap North America, said when she announced the event.

The returned jeans were recycled into a cotton product called UltraTouch Natural Cotton Fiber housing insulation. This product can be put in the walls of homes to help keep out the heat in the summer and the cold in the winter. The denim from those 270,000 pairs of jeans made the insulation for 500 homes in poorer areas and for 40 homes during special projects, like rebuilding homes after hurricanes.

_____ 1. The “Recycle Your Blues” campaign does **NOT** involve _____.

- a. donating money
- b. selling blue jeans
- c. helping the environment

_____ 2. Insulation helps _____.

- a. make the house beautiful
- b. protect the walls of the house
- c. keep the temperature comfortable

_____ 3. As many as _____ pairs of jeans were bought for 30% less than the regular price.

- a. 40
- b. 500
- c. 270,000

_____ 4. In paragraph 3, foster means _____.

- a. allow
- b. promote
- c. decrease

_____ 5. The “Recycle Your Blues” campaign helped _____.

- a. customers, communities, and housing companies
- b. cotton charities, local governments, and consumers
- c. the environment, a clothing company, and poor people

Complete each sentence with the correct word or phrase from the box.

go back	fill	ask	turn	continue
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- 6. You can _____ for a free cookie if you go to the bakery.
- 7. I tried this new brand, but I think I'll _____ to my old one.

8. You should _____ on the ad blocker so you don't have to look at so many advertisements.
9. The price of this shampoo keeps going up. I don't think I'll _____ to use it.
10. Please _____ in your name and address on this form.

Match each question or statement to the best response.

- | | | |
|---|-----------|---|
| a. I'll talk to the teacher, and I'll study harder for the next test. | _____ 6. | If I buy it today, will I get a discount? |
| b. Sorry, you won't. | _____ 7. | Have you ever tried that store before? |
| c. Why don't you bring your lunch instead of buying it? | _____ 8. | This deodorant is on sale. |
| d. Yes, I have. It's got great stuff and good prices. | _____ 9. | What will you do if you don't get a good grade on the test? |
| e. What a bargain! Let's get two. | _____ 10. | What can I do to save money? |

Put the words in the correct order to make sentences.

2. ? / library / will / the / closed / What / if / do / you / is

3. . / will / gift / company / a / If / the / complete / you / you / this / survey, / send

4. . / more / if / more / energy / You'll / exercise / have / you

5. . / ten / you / next / a / the / You / within / get / can / if / minutes / discount / order

Track 22

A. Listen to each advertisement. Circle the correct answer.

11. People who order today will get a (coupon / discount).
12. The advertisement says using their shampoo will help you (choose a conditioner / save money).
13. If you buy one, you'll get (one / two) free.
14. The discounted tickets are on sale until _____ (this weekend / Wednesday).
15. The dinosaur exhibition closes at the end of the _____ (week / month).