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New York, NY. September 2010: To kick off New York Fashion Week on September 9th, reco jeans is hosting a charity event to support the Global Genes Project. Held at Greenhouse from 6:00-9:00PM, the night will include a runway show of reco jeans' newest collection, a silent auction featuring travel packages and high end skincare, eco-cocktails, and hors d'oeuvres. Tickets are \$25.00 in advance and \$35.00 at the door; all proceeds from the evening will benefit the Global Genes Project. Join the efforts prior with an appearance on the CBS Early Show on September 8th!

https://www.brownpapertickets.com/viewsales.html?e_id=122425.

The Global Genes Project is a grassroots effort to raise awareness for rare genetic disorders. Rare diseases in the United States alone affect thirty million people, 75% of which are children. GGP is a support community and advocate for those affected by 7,000+ rare diseases.

The group continues to gain support and their hope is the rare disease community, as a whole, will view this initiative as an opportunity to build unity around this important cause. Creating a platform for collaboration, while building awareness, educating and engaging support from the public. Along with advocacy work, GGP also contributes to research being done every day with the hopes of eradicating and treating many of the diseases. They believe every disease deserves a voice.

reco jeans® is the first recycled denim company with green label certification. Their mission is to extend the lifestyle of living green by minimizing the use of fresh cotton and reducing the amount of excess materials going into a landfill. reco jeans'® supporters not only look good in their jeans, but feel good about contributing to a healthier, cleaner, and more dignified earth.

With the rise in eco-fashion and the collective efforts put forth to preserve the earth, reco takes pride in their unique process. This is why reco uses a large quantity of recycled fibers in their fabric blend, thus significantly reducing what would normally end up in a landfill.

Greenhouse is the first eco-friendly nightlife destination in New York City. A bi-level 6,000 square foot nightclub, lounge, and event space built from recycled or recyclable materials, Greenhouse went the extra mile to receive L.E.E.D. registration, which is awarded by the United States Green Buildings Council for environmentally conscious construction and design.