

# MAKE MATTRESS MONEY CONTEST



The contest is being organized by Up-Cycle and 7 Rivers Recycling which are small businesses looking to make a difference by recycling and upcycling old mattresses.



## Contest Highlights

- Contest begins and opens for entries starting at 11:30AM C.S.T. on November 11, 2016
- Contest ends on Groundhog Day, February 2, 2017 (officially at 12:00AM C.S.T. on February 3, 2017)
- All entries must be electronically submitted via email to [mattress@7RiversRecycling.com](mailto:mattress@7RiversRecycling.com)
  - Email format or Microsoft Word document format will be acceptable forms of entry
  - Entries submitted **must have "MAKE MATTRESS MONEY" as subject line**
- Any participant under 18 years of age requires consent from guardian to enter contest
- 7 Rivers Recycling and Up-Cycle representatives will **narrow all entries down to the best 20**
- Panel of judges (industry, business, and government representatives) will **pick top 3 ideas from list of 20 using the following judging criteria:**
  - The net estimated increase in value (estimated sales price minus production costs)
  - Ability to use much of the material locally
  - The product idea is easily marketable
  - Product design, production, and logistics are thoroughly developed
  - If idea is solely a raw material product, profitable ways to package and market are included
  - Ideas may not include any 'bedding related' end-use for *humans*
- **Contestants may re-enter a new idea with each separate entry**
- Contestants may email requests to pick up actual full size mattress material samples to [mattress@7RiversRecycling.com](mailto:mattress@7RiversRecycling.com) using the title "SAMPLE" in the main subject line of the email
- The **final judging will take place in the morning on February 15, 2017, at Riverfront, Inc. Conference Room** (exact time to be determined) and winners will be contacted and awarded soon thereafter
- ***The top 3 winners will each receive \$100.00***
- Any questions or inquiries related to the contest can be emailed to [mattress@7RiversRecycling.com](mailto:mattress@7RiversRecycling.com) using the subject line "QUESTION"

**For all contest information, details, resources, and for an official contest entry form, please visit the Up-Cycle Make Mattress Money contest page at our website:**

**[www.7RiversRecycling.com/Up-Cycle](http://www.7RiversRecycling.com/Up-Cycle)**

# MAKE MATTRESS MONEY CONTEST

To promote the contest, mason jars like the one pictured below are being set out at coffee houses and other establishments throughout the Seven Rivers Region. Be sure to keep an eye out for them!



## TAKE THIS TAG



**MAKE MATTRESS  
\$ MONEY \$**



No, there's no money inside this jar, but **everything inside the jar comes from a mattress** and we will **PAY YOU \$100.00** to come up with ideas of how to best use these materials in creative ways!

**Goal: Keep mattresses out of landfills!** We recycle mattresses, but we want to upcycle them! Materials from mattresses can be repurposed (a.k.a. "upcycled") by adding value to them. **So, we are having a contest!**

TO ENTER, VISIT OUR WEBSITE FOR MORE DETAILS:  
[www.SevenRiversRecycling.com/Up-Cycle](http://www.SevenRiversRecycling.com/Up-Cycle)

## TAKE THIS TAG

What are these materials? What to do with them?



**Wood:** mulch, arts and crafts, bird houses, construction



**Metal:** arts and crafts, gardening, blacksmithing



**Shoddy Pad:** weed barrier, moving blankets/skins



**Coconut Coir:** gardening and landscaping



**Cotton:** animal bedding, insulation, bird nesting material



**Dacron:** padding, furnace and paint shop filtering



**Foam:** carpeting, soundproofing, insulation



**Ticking:** arts and crafts, tarps, moving protection