



3rd August 2009

Swindon's Nic Jansen wins 'Cotton's Natural World' T-shirt design competition



COTTON USA has announced Nic Jansen as the winner of its "Cotton's Natural World" T-shirt design competition in association with Vogue, Glamour and Easyliving magazines.

To celebrate the 'International Year of Natural Fibres', COTTON USA held a competition to create a new cotton-inspired design for a T-shirt. Budding photographers and designers from across the UK were invited to show off their "natural flair" and submit their photo, graphic design or drawing that captured the essence of cotton in natural surroundings.

Winning first place in the competition was Swindon's own Nic Jansen, capturing a butterfly resting on a washing line of cotton. The retired building services engineer, with a passion for photography, was delighted to hear he had won. "I am so pleased that my photograph got so far in the competition. I'm quite stunned - I never expected to actually win!" remarked Nic.

Steph Thiers-Ratcliffe, International Marketing Manager, COTTON USA commented, "We were impressed with high standard of the entries, but the natural beauty expressed in Nic's photograph really caught our attention."

Nic has won a state-of-the-art Panasonic DMC-L10 camera, and his winning submission will now be put forward to compete against "Cotton's Natural World" global competition entries, with the opportunity to win a fantastic trip for two to New York.

Nicholas Board from Reading was awarded runner-up in the competition. The chef at John Lewis in Reading has won a Canon IXUS 82 IS camera for his striking image of a woman in cotton riding her bike along the beach.

-End-

Notes to editors

About COTTON USA

COTTON USA is an internationally licensed trademark for quality U.S. cotton-rich products. It inspires trust and embodies quality in all products made using U.S. grown cotton. The COTTON USA Mark is a sign of purity, strength, comfort and softness to consumers around the world. It can currently be found on underwear and T-shirts from Bodas, on cotton towels and bedlinen at Marks & Spencer, and on towels at Christy and BHS. More information on COTTON USA and the benefits of U.S. cotton can be found at www.discovercottonusa.com.

About CCI

Cotton Council International was established in 1956 as an international export promotion arm of the National Cotton Council of America (NCC) to introduce and promote products manufactured with American cotton in overseas markets. CCI conducts a wide variety of programs targeting the trade and consumers to increase the demand for cotton in global markets. CCI works in close cooperation with the leading international cotton related organizations such as ACSA, AMCOT, ICA, Cotton Incorporated, the Japan Cotton Promotion Institute (JCPI), the Spinners' and Weavers' Association of Korea (SWAK), ICAC and others. CCI's headquarters is located in Washington, D.C., with regional overseas offices located in London, Hong Kong & Seoul and Shanghai, in addition to a global network of representatives.

For further information, please contact:

Jacqui Delbaere / Paula Figgett

Email: COTTONUSA@kaizo.net

Phone: 020 3043 4151