

Media Advisory  
December 16, 2010

**For Immediate Release**

**Contacts:**

Jacy Bolden, 760-801-4764

Morgan Justice-Black, I Love A Clean San Diego, 619-890-4154



## **Today's Day Without a Bag to Highlight Reuse Countywide**

*December 16 reusable bag giveaway to raise awareness and promote green holiday practices*

San Diego, CA – Retailers and volunteers will pass out approximately 25,000 reusable bags to local shoppers today as part of the regional “A Day Without a Bag” awareness campaign. In addition to the giveaways, organizers ask shoppers to commit to using their own reusable bags the entire day. The event kicks off with a press conference at Westfield UTC.

**WHAT:** Press conference for the countywide “A Day Without a Bag” environmental awareness campaign

**WHEN:** Thursday, December 16

Press conference begins at 11 a.m.

Most bag giveaways run from 5 p.m. – 7 p.m. at [participating retailers countywide](#)

Sites giving away at store opening: Target, Smart & Final, 99 Cents Only Stores and select Walmart locations

**WHERE:** **Westfield Mall UTC, 4545 La Jolla Village Drive, San Diego 92122**

Press conference will be set up near the Sears entrance off La Jolla Village Drive and Executive Way on the north side of the mall. Ample parking is available in the shopping mall parking lots.

Bag giveaways will occur at more than 125 retailers countywide, many held between 5 p.m. and 7 p.m. Please contact coordinators if you are interested in covering the giveaways that evening.

**WHO:** Assembly member Emeritus Lori Saldaña and FM 94/9 DJ and Treehuggers International founder Tommy Hough, Kelly Hartford Director of Marketing for Jimbo’s...Naturally! grocery store.

Regional coordinator Jacy Bolden will speak on behalf of the countywide event and representatives from partner agencies will be on hand for interviews. Certificates of Appreciation will be presented to grocers and retailers exhibiting majority support for campaign.

**WHY:** Each year, San Diegans use approximately 1.7 billion plastic bags – roughly 500 bags per individual. The U.S. EPA estimates that less than 5% of plastic bags are actually recycled, instead they are buried in local landfills, blow along roadsides and float into local waterways. “A Day Without a Bag” is strictly an awareness campaign to promote the use of reusable bags and partners have raised funds to promote and purchase thousands of bags for giveaway to encourage reusable habits. For more information and a complete list of retailers participating in the effort, visit [www.nobagdaysd.org](http://www.nobagdaysd.org).

**VISUALS:**

- \* Bag giveaways to holiday shoppers at Westfield UTC
- \* Chance to meet and interact with the official Bag Monster
- \* Interviews with elected officials, retail partners and coordinators of San Diego’s “A Day Without a Bag”
- \* Live shots during evening news segments of volunteers passing out bags at local stores

***A Day Without A Bag*** in San Diego is a one-day effort aimed at curbing reliance on single-use bags, both plastic and paper. This effort is coordinated by nonprofits I Love A Clean San Diego, San Diego Coastkeeper, Solana Center for Environmental Innovation and Surfrider Foundation’s San Diego Chapter. Cities participating include: Carlsbad, Chula Vista, Del Mar, El Cajon, Encinitas, Imperial Beach, La Mesa, Lemon Grove, National City, Oceanside, Poway, San Marcos, Santee, Solana Beach, Vista and the County of San Diego. Additional financial, product and in-kind support provided by ChicoBag Company, Green Garmento Reusable Drycleaning Bags, San Diego Union Tribune, San Diego Padres, Westfield UTC, San Diego Zoo, SeaWorld San Diego, Sycuan Casino, EnviroSax, and Think Blue San Diego Region.

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