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CITY OF LOS ANGELES PARTNERS WITH GROCERS FOR EARTH DAY FREE REUSABLE BAGS TO CUSTOMERS

LOS ANGELES (April 18, 2008) – The City of Los Angeles is partnering with the California Grocers Association to celebrate Earth Day by distributing 50,000 FREE reusable bags at 50 stores throughout the City on April 21/Monday and April 22/Tuesday. Grocers such as Ralphs, Vons, Albertson's, Smart & Final, Pavilions, Food 4 Less, El Super, Henry's Farmer Markets, K.V. Mart and Superior Grocers will distribute the bags that are, themselves, made from 100% recycled plastic.

Board of Public Works President Cynthia Ruiz will kick off the program on Sunday, April 20th at 10:00 a.m., by distributing reusable grocery bags to customers at a Pavilion's Grocery Store located at 727 North Vine Street in Los Angeles.

"We encourage everyone to move away from single-use bags and bring your own bag when you shop for groceries," said Board of Public Works President Cynthia Ruiz. "The Department of Public Works wants to play a role in being part of the solution. When we say 'no' to single-use bags, we reduce waste, litter and the environmental costs of producing and managing single-use bags," Ruiz added.

"The bags we are giving away to customers are made from 100% post-consumer recycled plastic bottles that are manufactured in the United States," shared Bureau of Sanitation Director Enrique Zaldivar. "These recycled bags are what 'closing the loop' means when we recycle."

"Encouraging reusable bag use is an important part of the grocery industry's efforts to reduce, reuse and recycle shopping bags," Ronald Fong, President of the California Grocers Association said. "Government, industry and consumers must work collaboratively to resolve the issues of litter and waste. By combining our efforts and working together we can effectively change consumer behavior and significantly increase the use of reusable bags. We commend the City of Los Angeles for taking the lead in reusable bag education and hope this event sets the stage for future partnerships with other municipalities throughout the state."

The recycled bags will carry the slogans "Bring Your Own Bag" on the front and "Great Taste, Zero Waste" on the back. The bags are free. There is a limit of one per customer per purchase while supplies last. A list of participating grocery stores that will be distributing the bags is attached.

The five-commissioner Board of Public Works manages the Department of Public Works, the City's third largest municipal division. The department oversees the construction, renovation, and operation of public projects such as municipal buildings, streets, bridges, streetlights, water treatment plants, sewers and sidewalks, and provides essential public services like recycling and solid waste management.

For more information, contact the Public Affairs Office at (213) 978-0333, via email at pao@bpw.lacity.org or visit the Public Works' website: <http://www.lacity.org/DPW/dpwhome.htm>.

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