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FINDING OUR WAY OUT OF THE PLASTIC BAG

Hailey's Latest Federal Grant to Decrease Plastic Bag use throughout 2010

(Hailey, Idaho) – This year, the City of Hailey is celebrating *Just Bag It!*, an \$8,943 EPA grant to organize a year-long awareness and reduction campaign for an environmental threat found in most stores and homes: the single-use plastic bag.

Each year, Americans use about 100 billion plastic shopping bags, which take 12 million barrels of oil to produce. These bags never biodegrade – they just break into plastic dust that poison wilderness and wildlife.

Says Project Manager Elizabeth Jeffrey, “The average Hailey grocery shopper consumes 5-10 plastic bags per shopping trip. Even in a city as conscientious as ours, these bags pile up without our noticing.”

Just Bag It! is a year-long campaign to reduce the use of plastic bags at local check-out counters. Its major focus areas include:

- Partner with Albertson’s, Atkinson’s, King’s and other local merchants to organize a plastic bag-free Earth Day
- Engage local students and the general public in year-round events, including a poster contest, logo contest, and public art project
- Produce and distribute re-usable cloth bags for use by partners and participants

As a leading source of landfill waste and wilderness pollution, plastic bags pose a clear negative impact to the local and global environment. By reducing use and raising awareness, Hailey residents can put a major dent in plastic pollution.

Reducing the use of plastic bags also supports the local economy. Plastic shopping bags cost businesses eight cents a piece, meaning local businesses lose money with every bag that leaves the store. As a major consumer of fossil fuels, plastic bags increase national dependence on foreign oil.



Just Bag It! is a citywide effort to support the local economy and wildlife. To learn how to get involved, contact Project Manager Elizabeth Jeffrey at makeitgreen@att.net.

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