



FOR IMMEDIATE RELEASE

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Just Bag the Plastic for Earth Day's 40th Anniversary

(Hailey, Idaho) – This Earth Day, April 22, Hailey's *Just Bag It!* project is promoting a day free from the use of plastic bags. The public is invited to a *Just Bag It!* kick off event at the Hailey Public Library on Thursday, April 8 at 6:00 p.m. The kick off event will feature demonstrations with plastic bags, prizes and information to help promote the program and raise awareness of the environmental issues surrounding plastic bags. All attendees will receive a complimentary reusable shopping bag.

Just Bag It! is a pollution source reduction project made possible by a grant from the U.S. Environmental Protection Agency. Hailey is pleased to recognize its excellent project partners: Albertsons, Atkinsons' Market, King's, the Environmental Resource Center (ERC), the Hailey Chamber of Commerce and the Wood River Farmer's Market. These partners have dedicated resources and assistance to mitigate the environmental impact of single-use plastic bags. For example, partner stores are encouraging shoppers to bring their own shopping bags on Earth Day, and will distribute *Just Bag It!* reusable shopping bags to customers that day. The ERC and Wood River Farmer's Market donated additional funds that allowed the project to increase its reusable bag order. The ERC is also providing information and assistance for the kick off event, and the Farmer's Market will be targeting a reduction in plastic bag use at the market this summer. The Hailey Chamber is providing promotional support and color printing for the program's posters.

Many other businesses are participating in the *Just Bag It!* project, all in their own unique way. Participants include The Loft, Zaney's, Webb, Blaine County Fitness, The Creative Edge, Spring Mobile AT&T, Curves, Balmoral, The Bead Shop, Big Wood Nutrition and Paula's Dress Shop. More participants are welcome, and may contact the *Just Bag It!* project manager, Elizabeth Jeffrey via email at makeitgreen@att.net.

The *Just Bag It!* project has many facets, including a poster contest, a YouTube video contest, and a temporary public art display (deadline for submissions April 2). *Just Bag It!* seeks donations of non-plastic bags to supplement the project's existing supply of reusable bags for the Earth Day bag free day. Bags may be dropped in the box inside the Main St. entrance to Hailey City Hall. Volunteers are also needed, and may contact Jeffrey to sign up.

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