



OUR EARTH

Our Town, Our Future

February 2010
Issue No. 32

Just Bag It!

A project to reduce the use
of plastic bags.

Project Description

Just Bag It! is a pollution source reduction project made possible by a grant from the U.S. Environmental Protection Agency. The EPA awarded Hailey \$8,943 to implement the project, which began in early January and will run through 2010.

Just Bag It! involves working with grocers, merchants and consumers to reduce, recycle and reuse plastic bags in Hailey, while providing an economic benefit to businesses; and providing outreach and education to Hailey schools and the public to raise awareness of the environmental issues surrounding plastic bags. Hailey will report the progress and results of the program to the EPA throughout the project.

Hailey will work with its project partners to implement a diverse range of activities. Project partners include Atkinson's, Albertson's, Kings, the Hailey Chamber of Commerce, the Hailey Farmer's Market and the Environmental Resource Center. Project activities include producing and distributing cloth bags with partner logos, holding school poster and logo contests, a project blog, a You Tube video contest, and a public art project using plastic bags. There will also be a kick-off event, followed by a plastic bag free day to coincide with a celebration of Earth Day on April 22.

This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement X1-00J05301 to City of Hailey. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.

How You Can Be Involved

Businesses: Hailey businesses that post the *Just Bag It!* poster in their store and agree to make Earth Day, April 22, a "bag free day" are eligible as participants. Participating businesses will receive a limited number of cloth bags to hand out to customers, honorable mention in this newsletter, and inclusion with all partners and participants in three display ads in the newspaper to promote the project.

Individuals: Participate in the bag free day on Earth Day, April 22, by bringing your own bag; you may also pick up a new cloth bag for your shopping needs! Individuals may take part in the You Tube video contest or the project blog. Volunteers are needed to help with the kick-off event or to make reusable bags to be given away.

Students: Have fun and make a difference by taking part in the poster, logo or You Tube video contests, or join the project blog.

Artists: Watch for a Call to Artists in mid-February for a temporary public art installation. The project will need to be made from used plastic bags.

Media: Promote and then cover the kick-off event, the bag free day on Earth Day and the temporary public art installation; pick up a cloth bag in the process!

For more information about the project, contact Elizabeth Jeffrey, the Project Manager at makeitgreen@att.net.