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PRESS ADVISORY

GOT YOUR BAGS, MAINE? TO LAUNCH IN AUGUSTA ON MONDAY **10 AM, HALL OF FLAGS, STATEHOUSE**

AUGUSTA - A coalition of business leaders, grocery and retail associations, government officials, and environmental advocates will announce their campaign to encourage increased reusable bag use thereby reducing single use checkout bags by 33% by 2012 with the launch of *Got Your Bags, Maine?* in the State House Hall of Flags at 10:00 a.m. Monday, November 9, 2009. The campaign is a public education and outreach effort aimed at encouraging Mainers to increase the usage of reusable bags for shopping and decrease the use of single use paper and plastic bags.

At the encouragement of legislative leadership, a growing member group is taking action. The main goal of the group is to reduce the usage of paper and plastic single use checkout bags by 33% by 2012. At present, the group includes Maine Grocers Association, Maine Merchants Association, Hannaford Bros. Co., Rite-Aid, Wal-Mart, the Natural Resources Council of Maine, American Chemistry Council, the Maine Chamber of Commerce, representatives from the Maine State Planning Office and the Maine Department of Environmental Protection, as well as a growing number of Maine grocers and retailers.

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For grassroots outreach information or to join the Got Your Bags, Maine? coalition, please contact Alex Steed at 207-939-6188 or alexsteed@gmail.com