



FOR IMMEDIATE RELEASE

Tuesday, 18 December 2012

CONTACT: Penny Owens, Education and Outreach Coordinator, Santa Barbara Channelkeeper
Tel: (805) 563-3377 ext. 5; Email: penny@sbck.org

**Give a Holiday Gift to the Environment
Celebrate “A Day Without A Bag” on December 19th!**

Santa Barbara, CA - Santa Barbara Channelkeeper, the Community Environmental Council and the “Where’s Your Bag?” campaign are sponsoring Santa Barbara’s sixth annual “Day Without A Bag” on Wednesday, December 19, 2012 as part of an ongoing effort to address plastic bag pollution.

“A Day Without A Bag” is a statewide campaign initiated by the Santa Monica-based organization Heal the Bay to raise awareness about the environmental impacts of disposable bags and to encourage citizens to use reusable bags instead of disposable bags. With the help of local businesses, city government entities, educational institutions, and other non-profit organizations, Santa Barbara Channelkeeper is working to spread the word about the environmental effects of single-use bags and to encourage Santa Barbara shoppers to switch to more environmentally friendly reusable bags.

In celebration of “A Day Without A Bag,” free reusable bags will be distributed to shoppers at two Santa Barbara supermarkets – Fresh & Easy at 336 N. Milpas, and Smart & Final at 217 E. Gutierrez St. on Wednesday, December 19th.

Channelkeeper is encouraging all citizens to observe “A Day Without A Bag” by saying NO to paper AND plastic and using only reusable bags all day (and every day!). Come by Fresh & Easy or Smart & Final to get a free reusable bag and learn about the environmental impacts of disposable bags and the many benefits of shifting to reusables.

Free reusable bags being distributed are provided by the Where’s Your Bag? campaign and Santa Barbara Channelkeeper, with support from the Johnson Ohana Charitable Foundation, founded by Jack and Kim Johnson to support environmental, art, and music education now and into the future.

“From Thanksgiving to New Years’ Day, household waste increases by more than 25%,” said Penny Owens, Channelkeeper’s Education and Community Outreach Coordinator. “Let’s make sure disposable shopping bags aren’t adding to the nearly 4 million tons of holiday waste! In honor of the holiday season and the earth, please join us in celebrating “A Day Without A Bag” on Wednesday, December 19th.”

Californians use over 12 billion plastic grocery bags every year – about 400 per second - creating nearly 150,000 tons of waste in landfills and litter. Plastic bags litter Santa Barbara’s creeks and beaches and cost taxpayer money to cleanup. Cities and counties throughout California and the

nation are taking action to prevent plastic bag pollution by enacting ordinances to ban the distribution of disposable carryout bags at grocery retailers. Earlier this year, the cities of Carpinteria and Ojai passed such ordinances, and the City of Santa Barbara voted to do so next year.

#####

Santa Barbara Channelkeeper is a local non-profit organization whose mission is to protect and restore the Santa Barbara Channel and its watersheds through science-based advocacy, education, field work and enforcement. Channelkeeper has been leading public outreach, education and advocacy efforts in the Santa Barbara area to foster a shift to reusable bags. For more information, visit www.sbck.org.