



FOR IMMEDIATE RELEASE

Contact: Colleen Bednarz
831.462.5660 ext.2
media@saveourshores.org

Bring Your Own Bag Day Hits Santa Cruz on Thursday, December 15

(December 6, 2011) Santa Cruz, CA – [Save Our Shores](http://www.saveourshores.org) (SOS), the leader in ocean advocacy and citizen action on the Central Coast, is excited to announce **Bring Your Own Bag Day** in Santa Cruz County on Thursday, December 15. In the spirit of holiday giving, Save Our Shores, with the help of 22 retailers, will distribute over 5,000 reusable bags to community members for Bring Your Own Bag Day. SOS aims to encourage reusable bag use while creating a greener, plastic-free community, and a healthier ocean ecosystem.

SOS will hand out custom-made, reusable canvas bags from 4-6pm at Mi Pueblo market in Watsonville, the Capitola Mall, Live Oak Market, Scotts Valley Market, and Kmart in Scotts Valley. John Leopold, Santa Cruz County Supervisor, will be at Live Oak Market at 4pm to talk to residents about Santa Cruz's progress in stopping plastic pollution in our community.

“Using your own bag is a great way to help the environment and stop pollution from hitting our beaches,” says John Leopold, Santa Cruz County Supervisor.

Safeway stores throughout the county will give away reusable shopping bags while supplies last at each of their five locations. New Leaf Community Markets will host Double Enviro-Token Day to encourage reusable bag use and further support local non-profits. Whole Foods Markets on Soquel Avenue and 41st Avenue will hand out reusable produce bags while supplies last. Charlie Hong Kong, Staples, Best Buy, SaveMart, and Macy's will also participate, making this a community-wide effort supported by retailers large and small.

SOS is partnering with the Cities of Capitola, Scotts Valley, Santa Cruz, Watsonville, the County of Santa Cruz, and Green Waste, to conduct this county-wide reusable bag giveaway.

Plastic bags are a harmful, petroleum-based product of convenience, are not biodegradable, rarely recycled, harmful to marine species, and are constantly found polluting the waterways and communities surrounding the Monterey Bay National Marine Sanctuary.

“The detrimental impacts of single-use plastic bags are indisputable. From the oil needed to manufacture and transport bags around the planet to the massive amount of plastic trash destroying our oceans, threatening marine life, and contaminating our food web, this relic of the past is a wasteful contributor to pollution,” says Mark Stone, Santa Cruz County Supervisor and author of Santa Cruz County's ordinance to ban single-use plastic bags.

About Save Our Shores:

Save Our Shores is the Central Coast leader in caring for the marine environment through ocean awareness, advocacy and citizen action. Our core initiatives are Plastic Pollution, Clean Boating, and Ocean Awareness. Over the last 30 years, Save Our Shores helped to establish the Monterey Bay National Marine Sanctuary, prevent offshore oil drilling and cruise ship pollution, and today focuses on educating youth about our local watersheds, tackling pollution on our beaches and rivers, implementing our renowned DockWalker program, and providing our community with educated and inspired Sanctuary Stewards. For more information visit: www.saveourshores.org.

###

345 Lake Avenue, Suite A, Santa Cruz, CA 95062 | 831.462.5660 | www.saveourshores.org

Caring for the marine environment through ocean awareness, advocacy and citizen action.