



PRESS RELEASE

For Immediate Release:

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Daughter of Plastic Bag Creator to Attend *Bag It!* Premiere

New York, NY (October 22, 2010) – The plastic bag inventor’s daughter, Kristen Brown, will attend the *Bag It!* Premiere this Sunday at Lincoln Center in New York City. Brown, an environmental consultant for USEPA, created MY ECO Shopping Bag System and the School Reuse Challenge to provide a functional alternative in hopes of eliminating disposable bags permanently.

The School Reuse Challenge is a collaborative partnership between grocery chains and local schools to ignite behavior change for the next generation of shoppers. Currently, MY ECO is leading the grassroots movement in New Jersey with nearly 20,000 students participating. Partnering with Kings Super Markets in the Challenge, students earn money for their school and are actively part of change. The hope is to build lifelong environmental awareness and empower students with a reuse mission that truly makes a difference.

Schools in the School Reuse Challenge compete against each other to see who can reuse the most bags, rather than taking new plastic grocery bags each time they visit the supermarket. Students sell MY ECO Shopping Bag, a 4-in-1 Shopping Bag System made of recycled yogurt cartons. With every System sold, \$5 is donated to the students’ school. Each time families reuse their MY ECO Shopping Bag System, the cashier will scan a barcode enabling the schools to earn points. The points can be redeemed for much needed school supplies.

“I’m excited to support this important film because it brings to the forefront the larger issue of waste. I believe taking one first step, like bringing your bag back to the store is a catalyst for greater change and awareness,” says Kristen Brown. “The students in our challenge have accepted this call to action and are witnessing firsthand how one first step can be contagious and makes a real difference in their community.”

MY ECO plans to expand the Challenge this year to schools in Hawaii, California, Illinois, and New York. More information about MY ECO Shopping Bag System and the School Reuse Challenge can be found at www.getmyeco.com.

