



PRESS RELEASE

For Immediate Release:

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Bergen County Students Join Movement to Change Behavior and Say *NO* to Disposable Bags.

Bergen County, NJ (November 10, 2010)- Schools across Bergen County have joined the Kings School Reuse Challenge to compete and determine which school can *reuse* the most. The Kings Reuse Challenge is a collaborative partnership between grocery chains and local schools to ignite behavior change for the next generation of shoppers. Through the grassroots movement, students earn money for their school by selling MY ECO Shopping Bag System, a 4-in-1 reusable shopping bag system made of recycled yogurt cartons. Currently, nearly 20,000 NJ students are participating and are actively part of change. With their help, Kings Super Markets hopes to divert one million plastic bags from the waste stream.

Last week, the fall fundraising period ended and the MY ECO Shopping Bag Systems will be delivered to schools next week. Every time families reuse their System at a Kings Super Markets, they will earn additional rewards for their school. Already, there are success stories in Bergen County. First-grader, Marcus Ray, sold 47 MY ECO Shopping Bag System for his E.H. Bryan School. Single-handily, Marcus sold 54% of his school's total number. If all of Marcus' customers reused their System at Kings for one year, Marcus will have diverted over 30,000 plastic bags from landfills and incinerators.

Families can still purchase MY ECO Shopping Bag System at Kings Super Markets during the year and register it at www.getmyeco.com to earn points/rewards for their school. Below are local schools participating, if you would like to sign up your school contact MY ECO at info@getmyeco.com.

- The E.H. Bryan School
- Luther Lee Emerson School
- County Road School
- Demarest Middle School
- Hawes Elementary School
- Ridgewood High School Environmental Club
- ECLC of Ho-Ho-Kus
- St. Johns Academy
- Anne Blanche Smith Elementary School
- Pascack High School Environmental Club