

CHARLIE

CELEBRATING PROGRESSIVE CULTURE IN CHARLESTON

- ART
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BROWN IS THE NEW GREEN



Were you sitting in the dark at 8:30pm last Saturday? Probably not. Because the global “Earth Hour,” while a great symbolic representation of environmental consciousness, is not really going to make a big difference.

So what will?

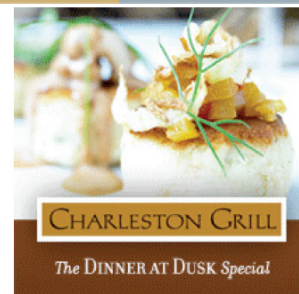
Kristen Brown’s MY ECO shopping bag system may very well be the way of the future.

Brown has created the ultimate eco-friendly shopping bag system – a four-in-one tote that is actually easy, practical and efficient. Through the fads of the trendy “I’m Not a Plastic Bag” bag to the cloth bags that carry barely more than a toothbrush, it’s about time someone intro’ed something that works. MY ECO packs up nicely into a portable tote smaller than most handbags, but unfolds into four giant bags that hold a ton. The bags are made out of polypropylene (layman’s terms: yogurt containers), so they all have a useful rigidity, are easy to wipe out and are incredibly functional. There’s even an insulated cooler bag for frozen foods and a bottle-holding bag for glass.



Ironically enough, Brown’s father invented the plastic bag. You know, the modern plastic bag used in almost every grocery store in the world. The plastic bag that is often associated with wasteful society and damaging the planet. She hears about it sometimes – like when a stranger on a plane randomly turned to her and said, “I curse the person who created plastic bags.” However, she doesn’t see MY ECO as the anti-plastic bag. Instead, she sees it as an evolution of her father’s work. And if he were alive today, she says he’d be all about it.

Brown is passionate. She grew up training supermarket baggers how to pack plastic bags, and now she and her 9- and 11-year olds are doing the same thing with the baggers at Piggly Wiggly for MY ECO. More than that, she’s a consultant for the EPA and is dedicated to affecting residential behavior change. That means us, not the big companies. That’s where she believes the power really is. Power to get to the tipping point. Power to



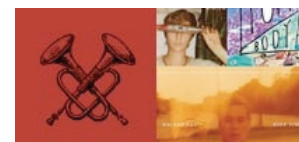
EVENT CALENDAR

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4	5	6		8	9	10
11	12	13	14	15	16	17
18		20	21	22	23	24
25	26	27		29	30	31

THE BUZZ

HOOONNKK!!! RT @tjefrey Honk if you’re fired up about the forecast for the next week in Charleston. [#](http://bit.ly/crLsY4)
21 mins ago

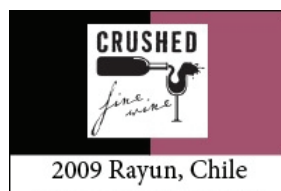
RECENT POSTS



REVENGE OF THE WALKMAN



CHILD'S PLAY



affect our individual “cradle to grave carbon footprint.” Power to truly understand “the value of garbage” and act on it.

And just maybe MY ECO is the gateway drug.

Better get yours now (\$19.99 at The Pig, with a portion going to the Aquarium’s Sea Turtle Rescue program). Because on April 22 (Earth Day), MY ECO will be announced to the world on “The Today Show.” And then you’ll be lucky to call yourself a bag lady/bag man.

Be a part of the generational evolution. Leave a comment, Tweet this or share this on Facebook and be you’ll be entered to win a MY ECO bag system. We’ll randomly select a winner from all participants on Friday.

GetMyEco.com

Story by: *Caroline Nuttall*

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We should look to Chile for wines which are bio dynamic and very green in nature. They are also delicious and very affordable. Chono and Rayun are two of my favorite producers. Crushed Fine Wine is sending 10% of all Chilean wine sales to the earthquake victim in the wine community.

Desmond Garrity, Owner



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