

## PRESS RELEASE

**For Immediate Release:**

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### **Kings School Reuse Challenge Shows Foresight and Leadership Against Lead and Bacteria**

Parsippany, NJ (November 15, 2010) – Kings Super Markets proactively requires Kings Shopping Bag Systems to be of the safest quality in their Kings School Reuse Challenge. From the start, Kings set stringent standards for lead content complying with state and federal health and safety regulations. Additionally, they specified there were to be no heavy metal ingredients used in the ink used for graphics.

“There are over 200 billion plastic bags disposed annually in the US and its time to change behavior from disposable to reusable!” says Kings Super Markets Senior Director of Marketing Pat Mikel. “In developing our proactive reuse program, we knew it was important to provide a safe and functional alternative to single-use plastic bags.”

The Kings School Reuse Challenge is a partnership between King Super Markets, nearly 20,000 local students, and MY ECO Shopping Bag system. Schools participating in the School Reuse Challenge compete against each other to see who can reuse the most bags. Students sell MY ECO Shopping Bag System, a 4-in-1 reusable bag system, and ask their families and friend to reuse it rather than taking home single-use plastic grocery bags each time shop. With every system sold, Kings will donate \$5 to the student’s school. Each time families reuse their MY ECO Shopping Bag System at Kings, the cashier will scan a barcode enabling the schools to earn points. The points will be redeemed for much needed school supplies.

In addition to taking the lead concerns seriously, Kings Super Markets ask customers to do the same to fight the spread of bacteria. They are even including a package of Clorox Disinfecting Wipes with each MY ECO Shopping Bag System sold. Cleaning instructions are provided on the bottom of each MY ECO bag and also in information sent home with parents.

“It was our responsibility to supply directions for cleaning,” explains Mikel. “Now it’s the parents responsibility to continue disinfecting the bags after each use.”

MY ECO Shopping Bag System is made of nonporous double laminated polypropylene to prevent bacterial infiltration and to make it easy to wipe clean.

“The synergy between Clorox and the MY ECO School Reuse Challenge was perfect,” says Jessica Rosenbloom spokesperson for The Clorox Company. “Clorox is committed to keeping classrooms clean and it’s a natural message for students to take home as well.”

Through shared responsibility, the Kings School Reuse Challenge is teaching the next generation that safe reuse behavior not only prevent landfill contamination, but also creates environmental consciousness to promote lifelong behavior change.

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