

Richmond Row Business Association

FOR IMMEDIATE RELEASE

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London, ON: A Step towards Sustainability - Richmond Row puts the Solution in your Hands.

Plastic bags are more and more becoming the dinosaurs of commerce and the visible symbol of what is wrong with our disposable society. Everyone needs to make choices to protect the environment. The Richmond Row Business Association makes these choices simpler for customers by putting a reusable bag in their hands.

Richmond Row merchants understand the need to be part of the solution to the problem of plastic bag litter and pollution. Shoppers at participating Richmond Row shops will be given a new fashionable reusable Richmond Row bag not just to use for their immediate purchase but to reuse each time they go shopping. The bags are suitable for holding a multitude of purchases. These bags might just become the coolest shopping accessory in 2008.

When looked at from an Ontario perspective there are 7 million plastic bags handed out for free every day and each one has a useful lifespan of an average of 10 minutes. In London the average household uses about 8-10 plastic bags per week. This is as much as 80,000,000 plastic bags used in a year. They are made from a non-renewable resource, petroleum. The Ontario government has indicated they expect businesses to reduce plastic bag usage by 50% by 2012. London Municipal Council has declared April 22 at "Plastic Bag Free Day as part of Earth Day activities. "We believe these are appropriate steps towards sustainability and encourage all of our customers to embrace the initiatives. Many people making small changes can add up to big positive impacts for the environment" remarked Brad Scrinko, owner of Gift of Art on Richmond Row.

The merchants on The Row embrace the change and are assisting customers to take a responsible approach to their shopping experiences by providing attractive reusable bags.

Plastic bags are perceived as free when in fact they are costly to the earth and to wildlife. One just has to look around after the snow melts and they can see these bags hung up in trees, lining our roadways and fields and polluting our waterways. They are not only unsightly and dangerous but they are costly to clean-up.

"At Waste Free World we believe most people in London understand the need to eliminate one time use plastic bags. All that is required is making that personal commitment to take action to carry a reusable bag – no excuses. We congratulate

Richmond Row Business Association

Richmond Row on providing an attractive looking reusable alternative as an incentive to bring about the desirable change.”

Richmond Row was established to bring many unique businesses together in a common forum. The businesses are committed to their community and to protecting the environment.

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Waste Free World & The London Plastic Bag Project

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