



## Montpelier Alive

• ENRICHING A VIBRANT DOWNTOWN •

### FOR IMMEDIATE RELEASE

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### Montpelier Celebrates Earth Day with Bag Free Day

MONTPELIER, VT – The Montpelier Business Association (MBA) is celebrating Earth Day on Friday, April 22nd by going Bag Free! Participating downtown merchants are asking their customers to shop using their own reusable bag in order to help keep hundreds of disposable bags out of landfills.

“As businesses, we understand the convenience of offering a bag to our customers, so we’ll still have bags if someone needs one, but what we’re really trying to do is start a conversation about how easy it is to take this one small step to be more Earth-friendly. What better day to do that than on Earth Day?” says Carrie Baker Stahler, Marketing Director for Onion River Sports. The outdoor gear retailer will be giving away free reusable totes to all customers spending \$22 or more on April 22<sup>nd</sup>.

Hunger Mountain Co-op’s Earth Day celebrations include a free reusable bag giveaway to every 10th customer. Many downtown merchants offer reusable bags for sale.

Bag Free Day grew out of the MBA’s 4-month-old Bag that Bag campaign. Participating stores give a nickel to charity every time a shopper refuses or reuses their own bag. The nickels are tallied each month and sent to a pre-selected non-profit.

Since December, Montpelier business owners and their shoppers have helped to keep over 12,000 disposable bags out of circulation, donating nearly \$700 dollars to local organizations, such as: The Montpelier Food Pantry, Central Vermont Community Action Council’s Emergency Heat Program, Children’s Literacy Foundation, and Montpelier’s Meals on Wheels program.

All Bag that Bag nickels collected during April—including Bag Free Day—will go to the Central Vermont Humane Society.

“Designating a single day as ‘Bag Free’ lets the customer know that the business is also interested in ‘doing their part’ in reducing the devastating impact that plastic and paper bags have on our natural resources and our environment at large,” says Bev Allen, local activist for bag reduction, and community coordinator for “Bag Free Day”.

The Montpelier Business Association is a committee of Montpelier Alive, a non-profit downtown revitalization organization.

Participating Montpelier Businesses include:

Artisan's Hand  
Athena's  
Bear Pond Books  
Capitol Stationers  
Capital Kitchen  
The Drawing Board  
Global Gifts  
The Knitting Studio  
Montpelier Pharmacy (excepting prescription bags)  
The Men's Store  
Onion River Kids  
Onion River Sports  
Rite Aid - Montpelier  
Rivendell Books  
Salaam Boutique  
Shaw's  
The Shoe Horn  
Splash Naturals  
Woodbury Mountain Toys  
Zutano

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