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CONTACTS: Heidi Sanborn, Executive Director, CPSC
Andy Keller, President, Chico Bag

916.402.3911 cell / 916.480.9010
530.342.4426

PRESS RELEASE

CHICOBAG COMPANY RECEIVES STATEWIDE PRODUCT STEWARDSHIP AWARD

FOR IMMEDIATE RELEASE – Chico, California - Chico based business, ChicoBag Company, was honored with the prestigious [Green Arrow Award for System and Design Innovations](#) by the [California Product Stewardship Council](#) (CPSC) during the [California Resource Recovery Association's](#) (CRRA) 34th Annual Conference in Sacramento.

ChicoBag Company was selected as the winner of the 2010 Green Arrow Award for System and Design Innovations. ChicoBag produces reusable shopping bags made from recycled polyethylene terephthalate (PET) plastic – the primary source of PET is plastic beverage containers. The company's mission is not only to produce a top quality reusable bag made of recycled products, but they also take-back old bags - even their competitors - to recycle them into new products like rugs and coasters. ChicoBag also advocates for the elimination of single use bags, which they do directly by advocating for legislation that would eliminate plastic bags and by supporting grassroots campaigns throughout the nation. ChicoBag developed the Bag Monster campaign, a costume worn by volunteers that is constructed of 500 plastic bags – the amount of plastic bags the average American uses in a year. Additionally, ChicoBag realized that shoppers often forget their bags so they designed their bags with an integrated “stuff pouch” so the full size bag can become compact enough to fit into a backpack or purse. For more information, visit www.chicobag.com



Figure 1 L-R: Andy Keller, President of Chico Bag; Mike Sangiacomo, President & CEO of Recology

Product stewardship is a strategy to place a shared responsibility for end-of-life product management on the producers, and all entities involved in the product chain, instead of the general public; while encouraging product design changes that minimize a negative impact on human health and the environment at every stage of the product's lifecycle.

“CPSC created the Arrow awards to promote California businesses that are reducing waste, saving money and creating green jobs,” said CPSC executive director, Heidi Sanborn. The inaugural awards program was funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle) to the Del Norte Solid Waste Management Authority. “We want to thank those businesses who truly are product stewardship stars in California. We are so pleased to spotlight their contributions on the first recycled red carpet.”

Award winners and honorable mention recipients were escorted down the “recycled red carpet” by panelists from the Arrow Awards selection committee. The recycled red carpet, which has been used for other award presentations, was donated by Bentley Prince Street, a California carpet manufacturer. For a complete list of honorees, please go to <http://www.calpsc.org/awards/index.html>

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CPSC - The California Product Stewardship Council educates both the public and private sectors about Product Stewardship and closely partners with business, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in participating in waste reduction. For further information please visit www.CalPSC.org



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