



For Immediate Release:

**Cotton Ginny offers customers reusable bag alternative
Clothing store partners with Bring Your Own Bag™**

Toronto, ON. February 2007 – Canadian retailer Cotton Ginny launched a reusable bag program across the nation in early February.

The company, also known for their organic t-shirts, partnered with Bring Your Own Bag™ (BYOB) to create a personalized, environmentally-friendly reusable bag.

Available in black with a customized white logo, the bags will help the company reduce plastic bag supply costs and increase efficiency.

BYOB is a multi-use, recyclable shopping bag that is designed with input from customers, industrial engineers and designers. The bags are easy to carry, load and pack. They sit flat and are particularly larger than the traditional BYOB bags to carry a variety of items from clothing to grocery.

BYOB helps eliminate plastic bags by offering a fun, fresh and consumer-friendly branded bag that customers will be proud to carry and use, says BYOB Sales and Marketing Director Matt Wittek.

Retailers around the world – in Ireland, Australia and South Africa – have adopted similar programs and put a number of bans and taxes in place to reduce the use of plastic bags.

It is proven that once discarded plastic bags take years to break down into the environment and are harmful to wildlife.

The bags can be found at all Cotton Ginny location across Canada.

Communities and retailers looking to implement a similar program to help reduce plastic bag waste should have a look at Bring Your Own Bag's™ website www.bringyourbag.com or send an e-mail to info@bringyourbag.com for more information.

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