



For Immediate Release:

**Vancouver chain will offer reusable bags
Overwaita partners with Bring Your Own Bag™**

Vancouver, B.C. March 2007 – British Columbia supermarket chain Overwaita Foods will start offering customers a shopping alternative this March.

The chain will introduce their reusable bag program in all of their stores across the province mid-March. They have partnered with Bring Your Own Bag™ – a multi-use, reusable and recyclable shopping bag. These stylish yet sturdy bags sit flat and are capable of holding the same amount as three to four traditional grocery bags.

BYOB bags are also proven to speed up checkout times, making packing and loading easier and more convenient for customers, says Matt Wittek, BYOB Sales and Marketing Director.

According to Wittek, BYOB helps eliminate plastic bags and offers a fresh, fun and consumer-friendly bag alternative that customers are proud to carry and use. The bags can also be used outside of grocery stores to carry personal items and can be easily folded and stored in a car.

Retailers around the world – in Australia, Ireland and South Africa – have already adopted similar programs. They have also put in place bans and taxes 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 nature and wildlife.

To find an Overwaita store nearest you visit their website at www.overwaita.com. To learn more about Bring Your Own Bag™ visit www.bringyourbag.com or send an e-mail to info@bringyourbag.com for further information.

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Do you like where we're coming from?
Then give us a shout:

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