



# PRESS RELEASE **County of Los Angeles** **Department of Public Works**

## **Public Works to Launch Brag About Your Bag Campaign with Free Prizes, Celebrity Appearances, and more**

The County of Los Angeles and the Department of Public Works will give away 60,000 reusable shopping bags as part of a month-long campaign designed to promote recycling and prevent litter.

Sixty cities and environmental organizations will join the County in the Brag About Your Bag campaign, which kicks off on Tuesday, November 10 with an environmental fair at the Civic Center Mall, 500 West Temple Street.

The environmental fair will run from 1:30 p.m. to 4:30 p.m. and will feature guest appearances by NBA world champion Luke Walton, the Laker Girls, and KLOVE 107.5 radio personality Argelia Atillano, together with free food, T-shirts, native-plants, and the opportunity to win lunch with Luke or a trip for two to Miami.

Each weekend until December 17, the Brag About Your Bag campaign will visit participating Albertsons, Ralphs, HOWS, Top Valu and Valu Plus supermarkets throughout the County. At each location, residents who bring in five plastic bags for recycling will receive a free reusable bag in exchange.

Over six billion plastic carryout bags are used in LA County each year. The Brag About Your Bag campaign is part of the County's continuing educational programs to raise environmental awareness, conserve natural resources, and encourage reusable bags.

The campaign will also promote CleanLA.com, the Public Works' newly re-designed website featuring news and information about environmental programs, recycling events, Smart Gardening, and water conservation as well as the Brag About Your Bag supermarket events schedule.

Sponsors of the Brag About Your Bag campaign include Waste Management, The Gas Company, NBC Green is Universal, County Sanitation Districts, Heal the Bay, Earth Share of California, One Bag at a Time, Earthwise Bags, 710ESPN, La Nueva 101.9, KLOVE 107.5 and ABC 7.

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*For information on other Public Works projects, visit <http://dpw.lacounty.gov>.*