



COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

900 SOUTH FREMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331
Telephone: (626) 458-5100
<http://dpw.lacounty.gov>

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

GAIL FARBER, Director

September 24, 2009

IN REPLY PLEASE
REFER TO FILE: **EP-4**

To Whom It May Concern:

2009 SINGLE-USE BAG RECYCLING AND REUSABLE BAG CAMPAIGN

The County of Los Angeles is set to launch a reusable bag campaign in order to motivate residents to use reusable bags and recycle their single-use bags. The campaign will begin on November 15 "America Recycles Day" and will run through December 17 "A Day Without a Bag". With campaign partners such as Ralphs, Top Valu, Valu Plus, HOWS, Albertsons, 710ESPN and Univision's 101.9 La Nueva radic stations, the County's goal is to distribute at least 50,000 reusable bags and reach over 1,000,000 residents through various broadcast media advertisements.

The success of this campaign is imperative to the environmental stewardship movement as single-use bags contribute to the overwhelming amount of litter found throughout the region and continues to occupy diminishing landfill space.

We would like to solicit your support in this worthwhile campaign by having you partner with us in organizing, hosting, and staffing events at local supermarkets within your city. Several opportunities are available to assist in the campaign. If your city would like to participate, please confirm by **Monday, October 5, 2009**. Please review the enclosed form and e-mail confirmation.

For more information please contact Mr. Bob Spencer of Public Affairs, at (626) 458-4070, or e-mail at bspencer@dpw.lacounty.gov or Ms. Natalia Jimenez Brag about Your Bag Campaign Manager, at (626) 458-3530, or e-mail at njimenez@dpw.lacounty.gov, Monday through Thursday, 7 a.m. to 5:30 p.m.

Very truly yours,

GAIL FARBER
Director of Public Works

PAT PROANO
Assistant Deputy Director
Environmental Programs Division

NJ:td
P/secfinal/bag campaign.doc

Enc.

SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM
“Brag about Your Bag” Campaign Participation Form

Thank you for joining the “Brag about Your Bag” campaign. Please complete and return this form by **Monday, October 5, 2009**.

We are interested in participating in the “Brag about Your Bag” campaign to promote at-store single-use plastic bag recycling and the environmentally-friendly use of reusable shopping bags.

Organization _____

Contact Person _____

Position _____

Address _____

Phone _____

E-mail _____

We are interested in participating through the following activities (*check each box that applies*):

- Host and staff event-booth(s) at participating stores within your city.
- Distribute campaign materials during campaign period.
- Post campaign web banner ads.
- Place campaign ads or stories in city newsletters or magazines.
- Display “Brag about Your Bag” campaign posters at prominent visible locations.
- Feature campaign messages via city cable/public access channel.
- Include bag reuse, recycling, and reusable bag messaging on city literature such as employee paycheck stubs, etc.
- Assist with storage of canopy and other event materials up to one week prior to event.
- Donate reusable bags (*circle quantity interested in donating below*):

Less than 5,000	5,000	10,000
15,000	20,000	More than 20,000

- Attend Press Conference.
- Produce media advisories, press releases, and other advertisement.
- Proclaim November 15- December 17, 2009, Brag about Your Bag Campaign.

Additional campaign participation suggestions:

Please e-mail the completed form by **Monday, October 5, 2009** to: **Bob Spencer at Bspencer@dpw.lacounty.gov** or **Natalia Jimenez at njimenez@dpw.lacounty.gov**