



NEWS RELEASE

Village Challenge promotes reusable bags

THE WOODLANDS, TEXAS (March 30, 2010) – *BYOBag*, the 2010 *Feed the Dragon Village Challenge*, offers prizes for pledging to bring your own bag when shopping according to program organizers, The Woodlands Township and The Woodlands G.R.E.E.N.

Held each spring, the challenge is a friendly competition among Villages that rewards individuals and the community for taking positive steps for the environment. This year, entrants will earn scholarship funds for their village and will be entered in a prize drawing for pledging to carry reusable bags when shopping.

Reducing use of plastic shopping bags is a simple matter of sustainability according to Lynne Aldrich, manager of the Environmental Services Department with the Township. “Reusable shopping bags make a positive impact on the environment and the bottom-line. They conserve oil resources, protect wildlife, reduce litter and control retail costs,” she said.

Local merchants and restaurants have gotten behind the campaign by offering incentives and prizes for participation in the promotion.

“Many eco-conscious consumers in the community already carry reusable shopping bags. The challenge recognizes their efforts and invites others to try it,” said Ms. Aldrich.

Pledges can be made online through April 15 at www.thewoodlandstownship-tx.gov/EarthDay, click on *Village Challenge*. Additionally, entries will be accepted at the *Village Challenge* booth at The Woodlands Earth Day Festival on Saturday, April 10, from 10 a.m. to 3 p.m. at The Woodlands High School. For more information, please call the Environmental Services Department at 281-210-3900.

For more information on The Woodlands Township government, please call 281-210-3800 or visit www.thewoodlandstownship-tx.gov.

PHOTO: Resident Nancy Pyatt demonstrates shopping with her own bags.

