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## “A Bag’s Life” Campaign Encourages Floridians to Change Habits, Creates Buzz for Plastic Bag Recycling

*Entertaining Website, App Point to 1,600 Retail Drop-off Locations*

(TALLAHASSEE, FL) – April 22, 2010 – A statewide [plastic bag recycling](#) awareness campaign called [A Bag’s Life](#), which includes an interactive and educational website ([www.abagslife.com](http://www.abagslife.com)) and mobile application with 1,600 recycling drop-off sites by zip code, was launched during Earth Day at the Capitol with the help of Governor Charlie Crist, the Department of Environmental Protection and the Florida Retail Federation.

A Bag’s Life encourages Floridians to [reduce, reuse and recycle](#) carryout bags and other materials like dry cleaning and bread bags, and the wraps on items like paper towels or bottled water. Quirky but direct messaging like “Don’t Treat Me Like Trash” and “Gimme a Second Chance” comes straight from an iconic bag. It includes a [video contest](#) and social networking element to fire up support for contests that will be held in the fall. The easy to use [recycle location finder](#) lists the nearest drop-off points and the Google Maps option makes recycling plastic bags and wraps easier than ever before.

Demonstrating what public and private groups can accomplish by working together, A Bags Life is a cooperative effort of the DEP, Florida Recycling Partnership, Florida Retail Federation, Recycle Florida Today and the Progressive Bag Affiliates of the American Chemistry Council. The campaign is being touted as the first of its kind nationally because of its voluntary statewide reach and innovative comprehensive list of drop-off locations from the state’s largest retailers, including grocery and home improvement stores. More are expected as popularity and measurability increase.

“Retailers recognize the important role they have to play in Florida’s recycling policies, and they embrace that role with enthusiasm,” said Samantha Hunter Padgett, executive coordinator of the Florida Retail Federation Sustainability Council. “Many of our members are already actively engaged in the effort to [recycle plastic bags](#). A Bag’s Life takes those efforts one step further by making it easy for customers to locate the nearest recycling opportunity at their favorite local retailer.”

(more)

The plastic bag icon on the website is designed to take on a life of its own, smiling when it's happy, frowning when it's not. Website copy suggests that individuals should step up and do their part to address litter and waste rather than blame the bag if it's not being recycled or reused.

“Recycling plastic bags is a responsibility we all share and by embracing positive ‘green’ actions today, we benefit the future of our planet,” said Lauren McCarthy, executive director of the Florida Recycling Partnership. “By taking the extra time to bring bags back to the store and drop them in recycling bins, people are not only giving that bag a second chance to be made into something else like outdoor decking, park benches or new bags, they’re also incorporating simple earth-friendly practices into their daily lives.”

### **Video Contest and Caught in the Act**

Florida residents are encouraged to upload one-minute fun and/or educational videos to [www.abagslife.com](http://www.abagslife.com) telling the story of A Bag's Life, and the top viewed clips will be judged on creativity, with final prizes awarded in the fall. Grand prizes will be awarded in two categories — Reuse Fun and Recycling Educational.

The video contest will be followed by “Caught in the Act” recycling events in various cities, where social media, including Facebook and Twitter, will fire up support and offer clues where people can drop off their bags in return for prizes.

### **Earth Day 2010**

The A Bag's Life launch corresponds with Earth Day at the Capitol. A celebration that marks 40 years since its inception, the theme for this year's celebration is “Easy as One — Ordinary Habits, Extraordinary Results.” About 1,000 school children participated in a DEP-sponsored recycling contest and attendees were asked to bring 22 plastic bags in honor of the day's events on April 22<sup>nd</sup> to be recycled into a pirate ship, made from recycled plastic lumber.

### **About A Bag's Life**

A Bag's Life is a public educational campaign that unites the Florida Recycling Partnership with non-profits, business, community and government organizations around the common goal of promoting the three R's as they relate to plastic bags — reduce, reuse and recycle. Visit [www.abagslife.com](http://www.abagslife.com).

### **Additional Resources and Links:**

Bag Blog & News: <http://www.abagslife.com/news>

Become a fan on Facebook: <http://www.facebook.com/A-Bags-Life>

Follow A Bag's Life on Twitter: <http://twitter.com/abagslife>