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ECO-FRIENDLY ORGANIZATION A-SHIRTBAG TO LAUNCH FREE SCIENCE PROGRAM AT DETROIT'S LOGAN ELEMENTARY

ROYAL OAK, MI, March 19, 2009 - The environmentally-conscious non-profit A-ShirtBag will present its educational program, "7 Things You Can Do in 7 Days to Save Our Environment," at 8 a.m. April 7, at Logan Elementary School in Detroit.

Fourth grade students in Diane Sampson's class will be among the first to benefit from the organization's efforts to provide project-based learning programs geared toward earth-friendly conservation. Students will receive a tri-fold handout; an eco-friendly pencil; a Tree in a Box kit and the classroom will be equipped with a set of four recyclable bags. These tools are all intended to motivate younger generations to practice earth-friendly activities. "If we can just reach one student, it's worth it to me," said A-ShirtBag Founder Jeff Newsom.

Through "7 Things You Can Do in 7 Days to Save Our Environment," Newsom aims to develop a widespread awareness of the effects of paper and plastic bag usage and energy consumption. Students will learn easy-to-adopt strategies for recycling, reusing and conserving materials. They will each have a chance to participate in hands-on activities that can make a positive impact on the environment, including the materials necessary to plant a tree.

"A lot of private elementary schools use project-based learning programs and they've been highly successful," said Newsom. "I wanted to introduce that idea to public schools."

The program is provided to schools for free by A-ShirtBag. It targets fourth and fifth grade students in schools exhibiting some of lowest science scores on the Michigan Educational Assessment Program standardized tests, aiming to make a difference where one is needed.

The non-profit organization promotes making informed choices when it comes to the reusable shopping bags and recyclable materials. To support programs like this one, A-ShirtBag recently held a fundraiser at Royal Oak's Inn Season restaurant where patrons purchased one-of-a-kind shopping bags crafted from recycled materials. The event brought in enough money to enroll 500 children in "7 Things You Can Do in 7 Days to Save Our Environment."

For more information about A-ShirtBag, visit www.ashirtbag.org, or call (800) 915-9384. A-ShirtBag is located at 116 E. 7th Street, Royal Oak, or visit the blog at www.ashirtbag.blogspot.com.

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