

NEWS

Eco-friendly nonprofit seeks sponsors for recycling campaign

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ROYAL OAK — Jeff Newsom of Royal Oak is taking his eco-friendly programs with the nonprofit A-ShirtBag one step farther this year. He's working to gain sponsorships to cover the cost of a full-scale recycling program in each Detroit public school in 2010.

Businesses such as Inn Season Cafe in Royal Oak, Optik in Birmingham and Avalon Bakery in Detroit have signed on to sponsor a school.

Newsom is seeking 12 more businesses willing to donate \$1,500 for one school over the course of one school year. That money provides weekly pickup of recyclable materials — paper, plastic and metals, for 40 weeks.

"With all of the funding cuts impacting Detroit Public Schools, providing these recycling bins is a small but significant gesture that serves a worthwhile cause," Newsom said. "I believe this is one simple way local businesses can help make a difference in the lives of children, while promoting eco-friendly practices that benefit our entire community."

Newsom, founder of the eco-friendly nonprofit A-ShirtBag has dedicated to improving education and the environment in Detroit Public Schools. His organization raises money to fund and present free project-based learning programs that teach to third, fourth and fifth grade students "7 Things You Can Do in 7 Days to Save Our Environment."

While recycling is part of the lesson, many Detroit area public schools don't have access to recycling bins. In such dire economic times, there isn't enough money in the budget to cover the cost of these bins and to pick up recycled materials. That's where A-ShirtBag helps.

So far, Newsom has confirmed five major sponsors. Optik Birmingham is sponsoring Spain School, Inn Season Cafe is sponsoring Logan School, The Motown Museum in Detroit is sponsoring Hutchins School, Detroit's Russell Street Café is sponsoring Edison School and Avalon Bakery is sponsoring Burton School.

Twelve schools remain in need of a sponsorship. Sponsors are credited on bin signs, as well as on the A-ShirtBag blog site.

Area businesses interested in assisting with this effort may contact Jeff Newsom at (800) 915-9384. Donations to AShirtBag, a 501(c)(3) organization, are tax deductible under all state and federal laws.

For more information, visit www.ashirtbag.org. A-ShirtBag is at 1331 Holden Street in Detroit. The A-ShirtBag blog is at www.ashirtbag.blogspot.com.

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