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Contact: Jim Miller, Publicity Works
248.691.4466
millerj@publicityworkspr.com

Eco-Friendly non-profit A-ShirtBag teams with Westborn Market

BERKLEY, MI, July 14, 2009 - The environmentally-conscious non-profit A-ShirtBag has teamed with Berkley's Westborn Market and will host a special event to preview its new limited edition recycled shopping totes.

Stop by between 6-8 p.m. Thursday, July 30 at Westborn Market, 27659 Woodward Ave. in Berkley to sample delicious treats, enter to win a gift basket filled with organic goods and purchase a limited edition bag, for \$4.99. The sale of each tote supports A-ShirtBag's educational programs, which are provided free to low-income children in Detroit.

The partnership between A-ShirtBag and Westborn Market began in January when the non-profit's founder Jeff Newsom contacted the eco-friendly market in search of an appropriate location for an advertising photo shoot.

Westborn not only served as that location, but Marketing Director Bryan Bandyk coordinated the donation of uniform Polo shirts to the cause. Westborn Market changes the color of its uniform staff shirts annually. The store had some clean, unworn clothing that Newsom and his staff were able to transform them into roomy reusable totes, perfect for grocery shopping. Thirty of those bags will be available for sale during the event July 30.

A-ShirtBag often partners with area businesses that sell eco-friendly products and services. Westborn Market fit the bill. The store offers recycling bins outside the market and sells locally grown produce. "If it's available and grown in Michigan and it's fresh produce, they'll buy it," said Newsom. That dedication to sustainability falls right in line with A-ShirtBag's mission.

The non-profit provides a free project-based learning program, titled "7 Things You Can Do in 7 Days to Save Our Environment," to third, fourth and fifth grade students in metro Detroit schools. A-ShirtBag promotes simple solutions for eco-friendly living.

For more information about A-ShirtBag, visit www.ashirtbag.org, or call (800) 915-9384. A-ShirtBag is located at 1331 Holden Street in Detroit, or visit A-ShirtBag's blog for eco-friendly info at www.ashirtbag.blogspot.com and see www.westbornmarket.com.

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