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KEY CREATIVE DESIGNERS DONATE ECO-FRIENDLY SHOPPING BAGS TO RAISE ENVIRONMENTAL AWARENESS

AUCTION TO TAKE PLACE AT INN SEASON CAFÉ IN ROYAL OAK, SUNDAY, JANUARY 25th

ROYAL OAK, MI, January 6, 2009 – Key creative businesses from metro Detroit and around the world have contributed their vision by designing eco-friendly shopping bags to be auctioned off at the Inn Season Café in Royal Oak on Sunday, January 25th from 7-9 p.m. Environmentally conscious organization A-ShirtBag has collaborated with designers such as o2 Creative Solutions, Boswell Creative and Crypton Super Fabrics, to spread awareness about environmental issues and the ways that any community can change the world with simple daily eco-friendly practices.

“This auction continues our quest to bring awareness to the metro Detroit community and to future generations about the effects of plastic and paper bag pollution,” says A-ShirtBag founder Jeff Newsom. “By encouraging people to do something simple every day, like using eco-friendly shopping bags instead of the plastic or paper ones, we hope that it will make a lasting impression on the environment.”

The bags will be on display for silent bid during the month of January at the Inn Season Café, located at 500 East Fourth Street in downtown Royal Oak. The public will also have the chance to bid on the bags at the special event night auction to raise funds for A-ShirtBag’s education program “7 Things You Can Do in 7 Days to Save Our Environment,” a project-based learning program that services low-income children throughout the greater metro Detroit area is geared toward earth-friendly conservation. By offering an educational program for children and information about earth-friendly conservation, students and the public can develop an awareness of the effects of paper and plastic bag usage and energy consumption that can help them to make informed choices to discontinue the use of disposable shopping bags and save energy. Organic treats will be provided during the auction.

One designer, Boswell Creative, has crafted a bag that incorporates his primary medium: photography; the design features a camera strap and photograph pockets on a black chiffon bag. The designer says that working for an environmental cause is important because “it teaches kids to develop earth-friendly habits.” Crypton Fabrics designed a bag that features a sketch of a dog by world-renowned photographer William Wegman. o2 Creative Solutions has designed what they call a “Smart Bag.” Using a basic GPS Receiver and embedded micro-controller, the bag will provide an auditory reminder to the user every time they approach a retail/grocery store location in the Royal Oak area. Complete with a map printed on the bag itself and LEDs detonating the actual shopping locations in the map, the bag will act as a bridge between the eco-friendly and the ethos of the contemporary consumer culture.

Every year, the U.S. disposes of 100 billion plastic bags. Paper bags generate 70% more air pollution and 50% more water pollution than plastic bags. The production of plastic and paper bags pollutes the air through use of toxic chemicals, causing the destruction of the earth and the reduction of natural resources that are essential for human survival. These devastating facts have motivated the highly dedicated members of A-ShirtBag to raise awareness in the metro Detroit community about implementing simple solutions into their daily lives to help preserve the earth’s natural resources.

For more information about A-ShirtBag or the auction, visit www.ashirtbag.org or call (800) 915-9384. A-ShirtBag is located at 1331 Holden Street in Detroit.

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