



For immediate release

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Re-usable produce bag initiative

The Comox Strathcona Waste Management (CSWM) service is taking waste reduction to the next level through a partnership with Thrifty Foods and TazzyTotes that will introduce reusable produce/bulk food bags to the Comox Valley and Campbell River.

The CSWM recently brought local entrepreneur company TazzyTotes together with Thrifty Foods with the concept of getting closer to zero waste through reusable produce/bulk food bags. As a result, on the 40th anniversary of Earth Day, April 22, the Thrifty Foods stores in the Comox Valley and Campbell River will be offering a new line of reusable produce/bulk food bags developed by TazzyTotes. The introduction of these bags into the stores is the “next generation” in the continuum of removing single-use grocery bags from the waste stream.

For every package sold, one dollar will go back into the CSWM public education programs focused on behavior change regarding waste reduction through rethinking, reducing, reusing and recycling. These packages will retail at Thrifty stores for \$4.99 which includes three large bags, one small bag and a “Go Green” pen that can be used on the erasable label for writing names or bin numbers.

The CSWM zero waste public education program will have a periodic presence in each of the Thrifty locations starting with the launch at the Comox Valley Thrifty’s location on Thursday April 22 at 9:30 a.m. This will be an opportunity for our CSWM educators to reach the general public with information around the ‘food life cycle’ which focuses on the environmental positives of buying locally, healthy communities, and composting organic waste.

On Thursday morning tune into 98.9 Jet FM for an opportunity to win some eco-prize packs which will include packages of TazzyTotes re-usable produce/bulk food bags.

The Comox Strathcona Waste Management (CSWM) service is a function of the Comox Valley Regional District (CVRD) and is responsible for two regional waste management centres that serve the Comox Valley and Campbell River, as well as a range of transfer stations and smaller waste-handling and recycling facilities for the electoral areas of the CVRD and the Strathcona Regional District. The CSWM service manages over 100,000 tonnes of waste and recycled material and oversees a number of diversion and education programs.

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