LANDCARE AUSTRALIA

coles

MEDIA RELEASE

Coles takes steps to help the planet with national launch of new reusable bags

September 2009

In its effort to reduce the number of single use plastic bags and encourage greater use of reusable bags when shopping, Coles Supermarkets has launched, nationally, a range of new bag options available for customers to purchase in store.

From 1 September, Coles will be providing customers with new reusable bag choices, including the *Re-Use Me: Don't Forget Me* bag available for 15c and the *Re-Use Me: I'm Biodegradable* (cornstarch) bag available for 25c.

For customers who forget their reusable bags, free single use checkout bags will continue to be available at all Coles stores (except in South Australia), however, to encourage the use of more environmentally-friendly reusable bags, Coles will reward any FlyBuys member who purchases a *Re-Use Me: I'm Biodegradable* bag from 1 September until the end of the year with 5 bonus FlyBuys points.

Coles will also be launching its *Natural Bag* this month for $2.99, made of natural plant fibres. Available from 17 September, Coles will donate 10c from the sale of each *Natural Bag* to support Junior Landcare and the development of community bush tucker gardens, maintaining the tradition of indigenous Australians.

Stores will also continue to offer customers the ever-popular Landcare reusable bags for 99c, with 5c from the sale of each bag donated supporting Coles' School Garden Grants Program.

Coles' Customer General Manager, Sioned Rees-Thomas, said the launch of new reusable bags and the introduction of new plastic bag recycling bins in stores nationwide is a reflection of the need to provide customers with affordable choices to take small steps to save the planet.

"Coles is committed to reducing the use of plastic bags. This is a great opportunity to promote recycling of plastic bags and support the environment by giving our customers a greater choice of reusable bags in store," Ms Rees-Thomas said.

Landcare National Projects Development and Grant Manager Sheena Martin said, "The use of reusable bags is a perfect way for customers to make a difference when shopping."

"An alarming 7,000 single-use plastic bags are thrown away every minute in Australia, amounting to more than 420,000 dumped in landfill every hour. With figures like these it is vitally important that we have the support of major retailers such as Coles," Ms Martin said.

Also during September, Coles and Landcare will launch a Plastic Bag Challenge to encourage shoppers to recycle plastic bags. Schools, businesses and individuals will be invited to register online and prizes will be presented to those who collect the most plastic shopping bags. Further details on how to register will be released later this month.

For more information or to speak to a Coles representative please contact:

Arj Ganeshalingam
Phone: 03 9289 9555
Mobile: 0421 690 204
Email: aganeshalingam@porternovelli.com.au

Emily Yarwood
Phone: 03 9289 9555
Mobile: 0417 301 088
Email: eyarwood@porternovelli.com.au