



## **Sundance Film Festival VIPs Go Green with Earthwise Bags**

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Earthwise Bag Company, Inc. today announced that its durable, recyclable and reusable bags will be the gift bag of choice in the "Eco-Conscious Lifestyle Suite," premiering at the renowned Sundance Film Festival, running from January 19th to the 21st. Located at 309 Main Street, Project GreenHouse presented by Lexus Hybrid Living is steps from the famous Egyptian Theatre and right in the center of action of Sundance. Project GreenHouse will feature 3 days of environmentally focused entertainment, hospitality, and education. Over 300 Earthwise Bags will be given out to the invited VIPs and celebrities in attendance at the festival.

Each year, Sundance brings together filmmakers from all over the U.S. and abroad to showcase some of the season's most cutting-edge films, drawing many of Hollywood's A-list actors, directors, and other industry heavy-hitters. The "Eco-Conscious Lifestyle Suite" taps into the environmental sensibilities of the Hollywood elite, and was designed by Project GreenHouse to raise awareness of sustainable lifestyle options by connecting green and eco-conscious products with celebrities and other public influencers in media-rich environments. The Earthwise bag will serve as the centerpiece of the suite's collection of giveaways, holding a host of environmentally-friendly products while providing festival-goers with an attractive and durable bag that is reusable, recyclable, hypoallergenic and waterproof and of course "eco-friendly". Sundance 2007 marks the debut of Project GreenHouse, which will then travel to other notable events and locations throughout the year, such as summer in the Hamptons and the MTV Video Music Awards.

"We are beyond excited to be involved with Project GreenHouse and its efforts to raise environmental awareness at the Sundance Film Festival," said Steven Batzofin, co-founder of Earthwise. "This just reinforces our important mission to change the way consumers everywhere view the environment by creating a bag that not only looks good, but is good for the planet. What better place to drive this mission home than at the very event that was created to build awareness of important issues? Sundance was founded on the very notion of preserving the spirit of independent film and supporting those industry leaders who are diligently working to keep it alive. This makes it a perfect venue for spreading our own message of preservation and conservation by encouraging consumers to Choose to Reuse(TM)."

First introduced in late 2005 in retail and grocery stores across the country, Earthwise's reusable bags offer an easy, inexpensive way for retailers and consumers alike to "go green." All of Earthwise's totes and shopping bags are fully customizable in color and design, with over 20 different colors to choose from and the option to display personal initials, graphics or logos. They're also inexpensive (boasting an average price tag of only

.99 cents each) as well as attractive and reusable, perfect for the gym, beach, and more.

About Earthwise Bag Company, Inc.

Earthwise is on a mission to help save the environment - one plastic bag at a time. The company's line of reusable shopping bags and wine totes reduce waste by offering an inexpensive, environmentally-friendly alternative to disposable plastic and paper shopping bags. Earthwise bags are available at 2,000+ grocery stores, wine shops, drug stores, and other retailers across the country. In addition to the impact on the environment from the use of Earthwise bags, the company also drives change by actively providing support for environmental organizations such as FoLAR (Friends of the LA River), CoEJL (coalition on the Environment and Jewish Life), The Interfaith Council (spreading environmentalism through faith-based initiatives); and PSR (Physicians for Social Responsibility), and provides funding to The City of Hope Cancer Hospital (a biomedical research, treatment and educational institution, dedicated to the prevention and cure of cancer and other life-threatening diseases). For more information, visit [www.earthwisebags.com](http://www.earthwisebags.com)

<http://www.forbes.com/businesswire/feeds/businesswire/2007/01/22/businesswire20070122006015r1.html>