



Kinney Offers Reusable Shopping Bags

COMMERCE, CA - Earthwise Bag Company, Inc. recently announced that Kinney Drugs (www.kinneydrugs.com) has made Earthwise reusable bags available in all of its New York and Vermont drug stores.

The reusable shopping bag program is part of a corporate-wide initiative by Kinney to promote environmental conservation, and encourage consumers to "Choose to Reuse."TM

The Earthwise bags offer a durable, environmentally-friendly alternative to the costly and wasteful plastic and paper shopping bags typically used in grocery stores. At Kinney, they will retail for \$.99 each, providing an inexpensive way for shoppers to reduce waste and help protect the environment.

"Kinney has always prided itself on keeping up with consumers' busy lifestyles while providing them with quality products," said Jim Wuest, VP of Marketing. "With Earthwise Reusable Bags, we saw the opportunity to provide a way for our customers to "go green" while continuing to offer the quality, affordability and convenience they've come to expect from our stores."

Kinney Drugs provides convenient, stand alone stores for shoppers with easy access and parking. Its wide selection of products and departments make shopping Kinney Drugs a quick and convenient experience. The stores also offer a pharmacy drive-through window service which offers customers the added convenience of dropping off their prescriptions when they're on the go.

First introduced late last year in grocery stores, wineries, drug stores, and other merchants across the country, Earthwise's reusable bags offer an easy, inexpensive way for retailers to "go green" while encouraging consumers to do their part in helping to protect the environment.

Available today nationwide, Earthwise reusable bags are priced from \$.99 retail. Earthwise provides merchants with no-cost consultations on promotional

programs and branding to build customer adoption and loyalty, offers quick turnaround on customized orders of any size, and includes free merchandising display racks and signs. For sales inquiries, those interested can call 323-887-8115 or visit www.earthwisebags.com.

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.

Earthwise also supports various environmental and non-profit organizations to help them increase awareness and raise funds. Earthwise encourages everyone to be “earthwise” and to Choose to Reuse™.

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