



For Immediate Release:

**Highland Farms introduces reusable bag
Partners with Bring Your Own Bag™**

Toronto, O.N. February 2007 – In early February supermarket chain Highland Farms introduced reusable bags at all five of their stores across the GTA.

The chain has partnered with Bring Your Own Bag™ (BYOB) to design and create an environmentally-friendly reusable bag.

BYOB is a multi-use shopping bag made from recyclable materials. They sit flat and are capable of holding the same amount as three to four traditional grocery bags.

The bags are also proven to speed up checkout times because they make packing and loading easier and more convenient for customers, says Matt Wittek, BYOB Sales and Marketing Director.

According to Wittek, Bring Your Own Bag™ helps eliminate plastic bags and is a fresh, fun and consumer-friendly bag that customers are proud to carry and use.

Retailers around the world – in Australia, Ireland and South Africa – have already adopted similar reusable bag programs. They have also put in place bans and taxes to reduce the use of plastic bags.

It is proven that once discarded, plastic bags take years to break down into the environment and are harmful to nature and wildlife.

Highland Farms currently has the green bags on display at all five of their locations. They can be purchased for only 99-cents each. To find a store nearest you visit their website at www.freshathighlandfarms.com. To learn more about Bring Your Own Bag™ visit www.bringyourbag.com or send an e-mail to info@bringyourbag.com for further information.

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If you have any questions or want to learn more about BYOB please contact:

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