

CITY OF JERSEY CITY

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MAYOR



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****MEDIA ADVISORY****

Waste Free JC Plastic Bag Campaign Encourages Residents to Choose to Reuse

JERSEY CITY –Mayor **Jerramiah T. Healy** will be greeting residents and patrons of the Hamilton Park Farmers’ Market tomorrow at **5:30 p.m., June 13, 2012**, raising awareness to “choose to reuse” through the *Waste Free JC* – an education campaign that promotes the reuse, reduction, and recycling of plastic bags.

“I encourage consumers and retailers to simply *choose to reuse* by using reusable bags and reduce the consumption of single-use bags in our community. It is one simple change that we can all do to make a difference” says **Mayor Healy**.

The Hamilton Park Farmers’ Market, located on Jersey Avenue between Eighth and Ninth Street, is open from 3 p.m. and 7 p.m. every Wednesday from May 16th to December 19th.

The *Waste Free JC* plastic bag campaign is part of **Mayor Healy’s 365 Days of Green: Making Jersey City Greener** initiative which encourages residents and local businesses to adopt ways of sustainable living. In May of 2012, **Mayor Healy** with **Bag the Habit** kicked-off the *Waste Free JC* campaign at Alexander D. Sullivan No. 30 Elementary School.

Bag the Habit, a local small business and reusable bag company, spearheaded “**We Create the Future,**” an art and educational project for children in which they have the students paint canvas bags. The objective is to educate others about reducing, reusing and recycling plastic bags.

The City will also be partnering with large retailers and local merchants, who will collect plastic bags for recycling. Participating businesses, such as **A&P and Extra Supermarket**, will display a *Waste Free JC* sticker in the window so residents know they can return plastics to that location.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.////