

# News Release

February 2008



## Peterborough launches campaign to ban plastic bags...

**The 'Get a Green Grip Peterborough' campaign will distribute over 5,000 natural cotton bags to enthuse shoppers across the city to replace plastic bags with a reusable cloth bag.**

UK shoppers get through eight billion plastic bags a year, the equivalent of 133 per person. In Peterborough around 37 million plastic bags are thrown away every year – a pile reaching over 2.5 miles high.

Peterborough Environment City Trust (PECT) is organising the campaign. Chief Executive Hugh Cripps explains, "The problem with plastic bags is that they take decades to decompose and often end up in landfill, the ocean or an incinerator. Bags are still being dumped by the billion in landfill sites, despite the risk of damaging the landscape and wildlife for generations."

He continues, "The 'Get a Green Grip' campaign will help reduce Peterborough's impact on the environment, and move the city one step closer to becoming UK Environment Capital."

The campaign will launch in April 2008 and shoppers will be able to get their free cotton bag throughout the annual Green Festival which launches on the 24<sup>th</sup> May.

Peterborough City Council's Cabinet member for the environment, Councillor Graham Murphy, has welcomed the campaign. He said: "Peterborough wants to become the UK's Environment Capital and local people are supporting the city council's aim to push the proportion of household materials that are recycled beyond 65 per cent. We are now accepting glass bottles and jars in our kerbside collection of green household recycling bins and this 'ban-the-bag' campaign will bring significant benefits for sustainable living for future generations."

The campaign is being supported by a number of organisations within Peterborough including Perkins, Peterborough Evening Telegraph, KJS Print and Mail, Royal Haskoning, and the Environment Agency.

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### Notes to Editor

1. **Peterborough Environment City Trust (PECT)** is the organisation charged with leading Peterborough towards becoming UK Environment Capital. PECT carries out research and implements practical projects to protect and improve the environment. Our mission at PECT is to lead and support the city in delivering growth and regeneration in a truly environmentally sustainable way. As a successful charity we work with a wide variety of stakeholders to make a difference for our environment – through

### **Other things you can do to go green...**

- Call the Energy Saving Trust Advice Centre Anglia for advice on cutting your fuel bills  
Freephone 0800 512 012
- Switch to a green energy supplier, visit:  
[www.greenenergyswitch.com](http://www.greenenergyswitch.com)
- Attend the Green Festival 2008 launching on 24<sup>th</sup> May in Cathedral Square

innovation, enterprise and commitment to action on the ground. PECT has a strong track record of delivering projects of regional and national significance. It has a staff of 35 working on initiatives from green spaces to business environmental management to sustainable communities and lifestyles.

2. **The Green Festival** is an annual celebration of our local and global environment organised by Peterborough Environment City Trust. The festival will run from 24<sup>th</sup> May with the launch event in Cathedral Square to 8<sup>th</sup> May 2008.

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*For further information please contact:*

**Nyree Ambarchian**, Marketing & Communications Officer, Peterborough Environment City Trust, The Green House, 1<sup>st</sup> Floor, 4 – 6 Cowgate, Peterborough PE1 1NA

Tel: **01733 567159** Email: [nyree.ambarchian@pect.net](mailto:nyree.ambarchian@pect.net) Website: [www.pect.net](http://www.pect.net)