

News Release

6th May 2008



‘Get a Green Grip Peterborough’ campaign launched to cut plastic bags used in the City...

The Get a Green Grip Peterborough campaign will be officially launched by Peterborough Environment City Trust (PECT) on 8th May 2008.

Representatives from a range of organisations supporting the campaign will attend the event including Peterborough City Council and campaign sponsors Perkins.

In Peterborough around 37 million plastic bags are thrown away every year – a pile which would reach over 2.5 miles high.

PECT’s Rachel Huxley explains, ‘The campaign will distribute over 5,000 natural cotton bags to enthuse shoppers across the city to replace plastic bags with a reusable cloth bag.

“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 dumped by the billion damaging the landscape and wildlife for generations.

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

The campaign launch will see the first 100 Get a Green Grip reusable bags handed out to attendees which will include Mayor of Peterborough Councillor Marion Todd.

Attendees will also have the opportunity to personalise their bags with local fashion designer Gurvinder Singh on hand to advise with bag decoration. Every personalised bag will be entered into a competition to win a limited edition Get a Green Grip bag designed by Gurvinder himself.

The launch event takes place on 8th May, 3.30pm-5.30pm in Peterborough Town Hall.

Shoppers can get their hands on a free Get a Green Grip bag throughout the Green Festival which kicks off on 24th May in Cathedral Square, Peterborough.

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

Plastic bag facts:

- The average plastic bag is used for 20 minutes but takes 1000 years to decompose.
- 34 countries have banned or taxed plastic bags, including places like China, South Africa and Ireland.
- PECT is giving away 5,000 free Get a Green Grip Peterborough bags as part of the campaign.

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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 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 24th May with the launch event in Cathedral Square to 8th May 2008.

For further information please contact:

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