

News Release

Insert date 2008



Insert your organisation name is delighted to support Peterborough's campaign to ban plastic bags...

The 'Get a Green Grip Peterborough' campaign will distribute over 5,000 natural cotton bags to entuse 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 which would reach 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 and are damaging the landscape and wildlife."

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 launched in May 2008 and shoppers will be able to get their free cotton bag throughout Peterborough's Green Festival 24th May – 8th June 2008.

Insert company name is backing PECT's campaign, **insert job title and name said**, "Peterborough wants to become the UK's Environment Capital and this 'ban-the-bag' campaign will bring significant benefits for sustainable living for future generations." **Edit this comment as required.**

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

Visit www.getagreengrip.co.uk for more information.

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Notes to Editor

- 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.
- 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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