

# Media Release

**For Immediate release**

**Tuesday, November 4**

## **Newfoundland Labrador Liquor Corporation (NLC) Launches Re-useable Shopping Bag**

**St. John's NL-** Newfoundland Labrador Liquor Corporation (NLC) introduced a Re-useable Shopping Bag in its corporate retail stores this month as part of the crown Corporation's Environmental Sustainability Efforts.

NLC President and CEO, Steve Winter, says this new practice in retail shopping will have a large and measurable impact on pollution in the province. "Aside from reducing landfills and pollution to our food chain, using re-usable shopping bags saves oil. We've discovered that about 53,000 gallons of oil are used annually in the production NLC's plastic bags...that's equivalent to electrically heating 30 average homes in the province for a year."

NLC's "four-bottle" re-useable bag retails for \$1.29 with 30 ¢ from each bag being donated to The Newfoundland Environmental Network (NLEN), a non-advocatory group which supports 27 active environmental associations throughout Newfoundland and Labrador. "We are delighted to receive support from the Newfoundland Labrador Liquor Corporation. These donations will help us continue to provide support to numerous environmental projects across the entire province" says Katie Temple, Executive Director of the NL Environment Network. "In buying these re-useable bags the public is helping to reduce the use of throw away plastic bags, and is also providing much

needed financial support to the NL environmental community."

The key is to remember to take your re-useable bag with you to the store!

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