



FOR IMMEDIATE RELEASE

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Greenmarket Celebrates Earth Month 2017 with a 30 Day Plastic Cleanse Challenge:

Kicks off campaign to reduce plastic use at the Greenmarket

New York, NY – On April 1st GrowNYC’s Greenmarket program launched the second annual **Plastic Cleanse** to coincide, once again, with Earth Month. This 30-day challenge was established to highlight the average New Yorker’s use of plastic bags and, in turn, inspire market customers to ‘cleanse’ their lives of plastic by choosing alternatives in as many ways as possible, but particularly while shopping at the Greenmarket.

While many Greenmarket shoppers already carry large reusable totes to use when loading up on fresh and local produce, dairy, meat products and baked goods, the **Plastic Cleanse** inspires them to level up. For instance, at most markets shoppers can purchase Plastic Cleanse starter kits – a set of five sturdy, machine-washable bags, including four produce bags and one cotton tote, that can replace all plastic bags on the average grocery-shopping trip for as long as three years, if not longer. That’s over 1500 plastic bags that each of us can prevent from ending up our rivers and oceans!

“Greenmarkets are centers of sustainability where shoppers can purchase fresh produce from local farms and drop off food scraps for composting” says GrowNYC President and CEO, Marcel Van Ooyen. “Each year, New York City transports 91,000 tons of plastic bags to landfills. Challenging our shoppers to the 30-Day Plastic Cleanse is a worthy cause, and we hope it will help reduce the use of plastic bags of all kinds that have become ubiquitous in everyday life.”

Customers going plastic-free can share their efforts on social media for a chance to win a starter pack of reusable produce bags and a tote with the hashtag #PlasticCleanse. Growers who are participating in the program will be recognized through the month leading up to Earth Day. The market already hosts food scrap collections and textile recycling so attempts to reduce the use of plastic only further GrowNYC’s efforts at ensuring Greenmarkets continue to be centers of sustainability.

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GrowNYC is a 501c(3) nonprofit organization that helps residents make ours the most sustainable city in the world. Reaching millions every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education, and builds and maintains green spaces and engages young people in hands-on education. Learn more at www.grownyc.org.