



FOR IMMEDIATE RELEASE

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Greenmarket Celebrates Earth Month 2016 with a 30 Day Plastic Cleanse Challenge:

Kicks off campaign to reduce plastic use at the Greenmarket

New York, NY – GrowNYC’s Greenmarket program has kicked off **The 30 Day Plastic Cleanse Challenge** to coincide with Earth Month. The Plastic Cleanse aims to draw attention to the widespread use of plastic bags amongst the average New Yorker and inspire customers to ‘cleanse’ their lives of plastic by choosing non-plastic alternatives in as many aspects of their lives as possible, but specifically while shopping at the Greenmarket.

Many shoppers at Greenmarket already carry large reusable totes to load up on fresh and local fruit, vegetables, flowers, dairy, meat products and baked goods. However, this Earth Month initiative attempts to encourage shoppers to take it a simple step further and switch away from individual clear plastic produce bags to reusable alternatives.

“Greenmarkets are centers of sustainability where shoppers can purchase fresh produce from local farms and drop off food scraps for composting” says GrowNYC Executive Director, Marcel Van Ooyen. “Each year, New Yorkers use 5.2 billion plastic bags, most of which are not recycled, so challenging our shoppers to the 30 Day Plastic Cleanse is a worthy cause. We hope this challenge will help reduce the use of plastic bags of all kinds that have become ubiquitous in everyday life.”

The Union Square Greenmarket information tent will sell 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. That’s over 1500 plastic bags that each person can keep away from our rivers and oceans.

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.