

*(Group letterhead)*

## ***PLEASE HELP PROMOTE PLASTIC BAG RECYCLING***

Dear *(Write name of retailer)*,

On July 1, 2007, California State residents can begin taking advantage of a new recycling program. Retailers with stores more than 10,000 square feet will be required to create in-store recycling programs for the collection of recyclable plastic “carry out” bags. We would like to encourage stores not obligated by the law to join the City of Los Angeles’ voluntary, at-store plastic bag recycling program. Your participation in this program will help our city meet its “zero waste” trash goal as mandated by the federal government for our local waterways.

The City’s program will:

- Provide your store with a blue recycling bin and regular pick up through the City’s Curbside Recycling Program for locations along residential routes, or work with an independent collection system.
- Provide you with promotional materials for placement on blue collection bins, on store doors/windows/entrances, and at point-of-sale terminals.
- Provide downloadable press and promotional documents and include your store in the list of participating locations on the program’s website.

As statistics show, plastic is the fastest growing component of California’s solid waste stream, and the number one material found littered on beaches and roadsides. A series of new studies have implicated that plastic litter is a serious threat to water quality and wildlife. In addition to the obvious benefits of cleaner streets and waterways, your store’s participation in this effort will increase its visibility as an environmental leader in the community, adding valuable goodwill to your name and encouraging our patronage.

We are eager to work with you to clean up our neighborhood and the environment. Please help by joining the City’s Plastic Bag Recycling Program, “It’s Our LA! Keep It Clean”.

Thank You,

*(Your group name  
add individual signatures)*

*(attach the voluntary at-store fact sheet for the retailer)*