



## **Supermarket Take-Back: News Advisory & News Release**

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### **News Advisory**

A news advisory is sent two days before your event and then, again, on the morning of your event.

**FOR IMMEDIATE RELEASE: DATE**

**CONTACT:** Eve Fox | (845) 443-6133 | [evefox@bennington.edu](mailto:evefox@bennington.edu)

### **Carlisle Supermarket Plastic Take-Back Event**

On date, at time, shoppers at StoreName will be calling attention to excessive plastic packaging and its role in the climate crisis and environmental injustice by returning packaging waste, saved from routine grocery trips, back to Store to show the volume of waste flowing to our landfills and incinerators from needless single-use plastic packaging.

**WHEN:** Tuesday, September 27, 1pm ET

**WHERE:** StoreName, Store Address

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## News Release

A new release is sent on the day of, or the day following the event.



For immediate release: **Date of your event**

Contact: **Your media contact's name, phone number and email**

### **TOWN/CITY/NEIGHBORHOOD Shoppers Will Return Plastic Packaging to **STORE** & Call for Action to Reduce Wasteful, Polluting Packaging**

**Location, State** - Shoppers at **Store** are calling attention to excessive plastic packaging and its role in the climate crisis and environmental injustice. On **date**, the group brought packaging waste it had saved from routine grocery trips back to **Store** to show the volume of waste flowing to our landfills and incinerators from needless single-use plastic packaging.

The shoppers also delivered a letter to **Store**'s CEO, **Firstname Lastname**, asking them to commit to reducing plastic packaging and including a list of existing solutions.

"Single-use packaging pollutes the air, water, and soil we depend on, leaches potentially toxic chemicals into our food and personal care products, speeds climate change, and is a threat to environmental justice. Zero-waste and plastic-free alternatives exist, we just need **Store** and others to make the switch and invest in refill and reuse systems," said **Name, Title of Organization**.

This peaceful event was not a confrontation with the store's employees, but a call to action for the Store's leadership to reduce its plastic and switch to zero-waste system of reuse and refill.

Loaded into shopping carts, the shoppers brought **laundry jugs, chip bags, clamshell berry containers, soda bottles, polystyrene food containers, oil bottles, various plastic pouches, bags, and plastic film**, from roughly **number** routine grocery trips to the **Store**.

**"Add quote from someone in your group or a local leader"**

The intention of the take-back was to highlight how excessive single-use packaging has become and its damaging effects on the environment and call for **Store** and others to reduce their use of wasteful, polluting single-use plastic.

After gathering the packaging waste at the store's entrance, the shoppers delivered a letter to the store's manager addressed to **Store CEO Firstname Lastname** outlining the need to reduce its reliance on single-use plastic packaging and listing out the steps they wish the company to take to break free from plastic.

**"Add quote from someone in your group or a local leader"**

Two-thirds of Americans are willing to pay more for everyday items made out of environmentally sustainable materials instead of single-use plastic, according to a survey from PBS NewsHour and Marist Poll<sup>1</sup>. And 81% of American voters said they want to pass laws that reduce single-use plastic in a recent poll from Oceana<sup>2</sup>.

The EPA reports that more than a third of municipal solid waste is single-use packaging, which taxpayers must pay to landfill, incinerator, or recycle. The proliferation of single-use plastic packaging, in particular, has overwhelmed municipal waste services. The U.S. produced 35.6 million tons of plastic waste in 2018, a number that has likely risen in the interim. Single-use plastic has become the largest source of plastic waste and pollution.

Solid waste issues are climate change issues. According to Beyond Plastics' October 2021 report *The New Coal: Plastics and Climate Change*<sup>3</sup>, the greenhouse gas emissions from the production, usage, and disposal of plastics will exceed greenhouse gas emissions from coal-fired power plants in the United States by 2030.

Made from a combination of chemicals and fossil fuels, plastic produces greenhouse gas emissions at every stage of its life cycle. In fact, if plastic were a country, it would be the world's fifth largest greenhouse gas emitter, surpassing all but China, the U.S., India, and Russia. Yet, unlike the plastic trash choking our waterways and littering our communities, the plastic industry's devastating impact on our climate is taking place under the radar, with little public scrutiny and even less government accountability.

In the National Academy of Sciences' 2022 report, *Reckoning with the U.S. Role in Global Ocean Plastic Waste*<sup>4</sup>, the first recommendation to address ocean plastic pollution is to reduce the production of plastics.

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<sup>1</sup> <https://www.pbs.org/newshour/nation/most-americans-would-pay-more-to-avoid-using-plastic-poll-says>

<sup>2</sup> <https://usa.oceana.org/press-releases/8-in-10-american-voters-support-national-action-to-reduce-single-use-plastic/>

<sup>3</sup> <https://www.beyondplastics.org/plastics-and-climate>

<sup>4</sup> <http://www.nap.edu/26132>

Waste issues are environmental justice issues. The production, distribution, and disposal of materials that become waste generate greenhouse gas emissions and toxic pollution, most of which is emitted in low-income communities and communities of color. Landfills and incinerators are also overwhelmingly located in low-income communities and communities of color, threatening the health of residents and diminishing their quality of life.