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Pickering Town Centre Collects 17,249 Plastic Bags for Recycling

Pickering, ON – May 30, 2007 –Today, Pickering Town Centre announced a final total of plastic bags collected during this past Saturday's 2nd Annual Sustainable Pickering Day and unveiled a display of the bags inside the shopping centre.

"We are overwhelmed by the success of this consumer initiative", said Lorna Murphy, Marketing Director at Pickering Town Centre. "In just one day we have collected over 17,000 plastic bags for recycling that otherwise may have ended up in a landfill. These bags will be recycled into new materials like office supplies, park benches and even blue recycle boxes."

On Saturday, May 26th, the centre invited the first 500 shoppers to bring in 25 or more plastic shopping bags to the centre and exchange them for a Pickering Town Centre *Be Seen Be Green* reusable canvas shopping bag. The centre also handed out reusable shopping bags to students at a local elementary school and to commuters at transit stations in the community. A total of 2,500 *Be Seen Be Green* bags were distributed last week.

As an added incentive, the centre is encouraging shoppers to continue to use the canvas bags by offering weekly prizes for customers spotted shopping at the mall with their *Be Seen Be Green* bags. Prizes will be awarded each week throughout the balance of the year.

The centre is committed to establishing an ongoing program that includes a new bag design to be launched this summer. Three designs were announced today in the centre's Bag Design Contest that was held last week for kids and teens. Contest winners received a \$100 Pickering Town Centre Gift Card along with a framed copy of their artwork. The new reusable shopping bags featuring the winners' artwork will be available for purchase at the centre in the coming months with proceeds from the bag sales benefiting local environmental initiatives.

Pickering Town Centre is a one million square foot shopping centre located at Kingston and Liverpool Roads in Pickering, Ontario and is owned by the Ontario Pension Board and managed by 20 VIC Management Inc. The shopping centre currently offers over 200 stores and services under one roof including The Bay, Sears, Famous Players, Zellers. Pickering Town Centre's website can be found at www.pickeringtowncentre.com.

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