

## **Bring Your Own Bag and Bags 4 My Cause Announce Partnership to Help Retailers Support Local Non-Profits**

Bring Your Own Bag and Bags 4 My Cause have agreed on a program partnership that will work with retail partners to develop revenue generating programs for local non-profits. The mission is to achieve this through the sales of reusable and recyclable shopping bags. Both companies will not only work together to deliver reusable bag programs designed to support countless local non-profits, but they will also be concurrently working to limit the use of paper and plastic single-use bags.

Since 2005, Bring Your Own Bag has excelled in designing and manufacturing reusable alternatives to single-use bags, supplying grocery, pharmacy and retail markets on a global scale. Bags 4 My Cause, established in 2014, has also proven to be an industry leader in their own right, showing time and again their ability to connect retailers with their local communities on a grassroots level, and providing retailers with a unique way to support the communities they serve at no additional cost. Thus, a partnership between the two companies creates an effective method of providing a reusable bag program that will benefit retailers, customers, and local non-profit organizations.

“Our team at Bring Your Own Bag is looking forward to developing our new partnership with Bags 4 My Cause,” said Lambros Karalis, Vice President of Bring Your Own Bag. “We take great pride in both having a positive environmental impact, while also helping local communities in need. That’s why this new partnership with Bags 4 My Cause makes so much sense, as we both share the same motivation to provide solutions for our environment as well as local non-profits.”

“In the communities we call home, we need to work on building a sustainable social safety net that will benefit everyone,” said Jim Brennan, Co-Founder & COO of Bags 4 My Cause. “That’s always been the driving force for our business. And that’s why we’re proud to partner with Bring Your Own Bag, because this is something we know they value greatly as well.”

### **About Bags 4 My Cause**

Bags 4 My Cause is a full-service, integrated and turn-key reusable bag program, one that’s specially designed to support local non-profit programs, while also having a positive impact on the environment. Bags 4 My Cause programs allow retailers to fulfill their corporate social responsibility by selling reusable bags, with the proceeds supporting grassroots organizations in the communities they serve.

### **About Bring Your Own Bag**

The Bring Your Own Bag division of InStore Products Limited delivers grocery solutions to retailers of all sizes, with an emphasis on providing eco-friendly alternatives to the traditional, single-use plastic bag. These reusable products reduce supply costs for retailers, eliminate unnecessary plastic and paper waste, and increase efficiencies at the check-out for retailers and consumers.