



MEDIA ADVISORY

Let's bag Toronto's ban on plastic bags Coalition launches ReverseTheBagBan.ca

TORONTO – A new, broad-based coalition of environmental and economic interests has formed to overturn the City of Toronto's plastic bag ban set to take effect January 1st, 2013.

What: Launch of ReverseTheBagBan coalition, website and video
Where: 100 Queen St. West, Toronto City Hall, Committee Room 2
When: 10:30 a.m. Monday, October 29th, 2012

"The coalition will be launching a campaign that will include a website, videos, and a way for the public to voice their opposition," says Coalition spokesperson, Kevin Gaudet.

To see one of the light-hearted, yet serious, videos being launched calling on Torontonians to take action against the bag ban, click on the image below:



Video Link: http://youtu.be/iad8qw_tifY

On June 6th, 2012 the City of Toronto voted to eliminate the 5 cent bag fee. At the same time Councilor David Shiner moved a motion to ban the use of plastic bags. That ban will take effect January 1st, 2013.

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