



**Media Contact:**  
Sierra Norton, ChicoBag Company  
(530) 342-4426 ext 242  
[sierra@chicobag.com](mailto:sierra@chicobag.com)

**FOR IMMEDIATE RELEASE**

**ChicoBag® and Green Halloween® Host the 4<sup>th</sup> Annual  
“EEK”-O-Inspired Reusable Bag Design Contest for Kids**  
*Ghouly Girls and Bootiful Boys get a chance to create a new eco-friendly product*

**Chico, Calif.** – ChicoBag and Green Halloween have partnered for the fourth year in a row to promote safe, healthy and eco-friendly Halloween festivities. The national Halloween bag design contest for kids is back this year along with five, glow-in-the-dark special edition bags for 2011, including the winning design from last year’s contest, by Karlie Winhoven, 13 of Kettering, OH. ChicoBag will donate 10 percent of the proceeds from each bag directly back to Green Halloween, a non-profit program of EcoMom Alliance.

Kids can enter the contest by submitting an original drawing or design that best captures the “Spirit of a Green Halloween,” using the ChicoBag design template and their medium of choice. Templates are available at [www.chicobag.com/green-halloween-2011](http://www.chicobag.com/green-halloween-2011). The contest is open to children ages 1-13 and will run September 1, 2011 through November 5, 2011.

“We are thrilled to be working with Green Halloween again this year,” said ChicoBag Founder Andy Keller. “Each year we are inspired by the creative pieces of art from children across the country. Last year we received over 700 entries and we’re looking forward to even more this year.”

The contest brings together ChicoBag, the country’s [leading reusable bag company](#) with Green Halloween, a non-profit, national initiative developed to inspire healthier and more planet-friendly holidays. Each Halloween bag is made from lightweight, machine washable material and holds up to 25 pounds of goodies. The bags can be used year after year, making them a great alternative to single use disposable bag options. Once the treats have been gobbled up, the bags can be stuffed back into their conveniently attached pouch for storage, where they’ll take up less space than the average wallet.

“Our hope is that participating children will be inspired to make eco-conscious decisions on Halloween and other celebrations throughout the year,” said Andy Keller.

Entries can be sent uploaded to the ChicoBag website via [www.chicobag.com/green-halloween-2011](http://www.chicobag.com/green-halloween-2011) or mailed (print format) to: ChicoBag Company, c/o Halloween Contest, 13434 Browns Valley Drive, Chico, CA 95973. Entrants must submit a signed agreement form which includes the artist and the parent’s name, age and contact information.

Top designs will be posted to the ChicoBag Facebook page, and all voting will be done through Facebook, [www.facebook.com/chicobag](http://www.facebook.com/chicobag). Voting will be open to everyone. The three designs with the most votes by November 17, 2011 at 11:59 PM PST will be declared winners.

In addition to the opportunity to see the first-place winning design on reusable bags throughout the nation next year, the three designs with the most votes will also receive other prizes, including \$250 for the first place winner and \$100 for the second place artist.

**To learn more about this year's contest and to view last year's winning designs, visit:**

[www.chicobag.com/green-halloween-2011](http://www.chicobag.com/green-halloween-2011)

### **About Green Halloween®**

Green Halloween® is a non-profit, grassroots community movement to create healthier and more sustainable holiday traditions, starting with Halloween. Founded by Corey Colwell-Lipson, co-author of the book, Celebrate Green! Creating Eco-Savvy Holidays, Celebrations and Traditions for the Whole Family. Green Halloween® began in the Seattle area in 2007 and in 2010 became a national program of EcoMom Alliance, a 501(c)3 non-profit. [www.greenhalloween.org](http://www.greenhalloween.org)

### **About ChicoBag®**

In 2004, ChicoBag founder Andy Keller took a trip to his local landfill after spending the day landscaping his backyard. He was horrified by how many single-use bags filled the scene. Plastic bags blanketed the landscape in a thin mix of white and beige plastic. On his way home, Andy continued to notice plastic bags everywhere; caught in trees and on fence posts, half drowned in gutter puddles and blowing in the streets like urban tumbleweeds. Andy vowed to stop using single-use bags for good. Inspired, Andy dropped a few bucks on a secondhand sewing machine and began sewing what would ultimately become the first ChicoBag.

Now, ChicoBag is an industry leader in the reusable bag movement and a leading innovator of compact reusable bags and packs that easily stuff into an integrated pouch. ChicoBag offers a wide array of reusable bags designed with the user in mind. Our commitment to the environment drives us to provide a trusted brand and a portfolio of quality products aimed at helping humanity kick the single-use bag habit.

For more information, visit <http://www.chicobag.com/>

Advocacy Programs: <http://www.bagmonster.com/>

Facebook: <http://www.facebook.com/chicobag>

Twitter: <http://twitter.com/chicobag>

###