

Eco-Friendly Product Does Triple Duty As Holiday Gift, Wrap, And Stocking Stuffer



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Industry: [Apparel & Fashion](#)

Press Release Summary: Eco-friendly reusable bag makes great gift and gift wrap for every holiday



Press Release Body: CHICO, CA (November 26, 2007) – With the holidays upon us, **ChicoBag**, a leading green business, has an ideal solution for consumers interested in truly making the season

“evergreen.” ChicoBags are reasonably priced, lightweight-yet-sturdy reusable shopping bags that stuff into their own self-contained pouch. They are available in a variety of colors suitable for Christmas, Hanukkah, and Kwanzaa celebrations and can be carried in a pocket, clipped to a key ring, or tossed into a purse. Their unique design is not only eye-catching, but highly convenient.

When compressed in the pouch, their compact size of 3 x 4 inches makes them ideal stocking-stuffers, and a gift with utility long after the holiday season has passed. Opened to their full size, they can be utilized as a holiday “stocking” and filled with up to twenty pounds of goodies; or they can be cleverly wrapped and tied around gifts as an environmentally friendly alternative to disposable holiday wrap. Each **ChicoBag** provides years of usage and when they fulfilled their lifespan, they can be mailed back to the company where they will be recycled into items such as dog begs, prayer flags, and welcome mats.

As **disposable bag ban legislation** spreads across the United States and global warming remains a key issue in the minds of consumers, many are seeking convenient solutions for how they can contribute to the effort of restoring our environment. **ChicoBags** allow consumers a “no excuses” solution for eliminating their disposable bag consumption, and a convenient way to reduce the 300-700 disposable bags the average American consumer uses each year. The bags represent a simple solution to an enormous problem. Their regular use can result in saving 14 million trees annually and the lives of countless wildlife which ingest toxic bits of photodegrading plastic bags in landfills and waterways.

ChicoBag has been a VIP goodie bag provider at a host of high profile events including The Black Eyed Peas' Peapod Foundation A.P.L. Benefit, LOHAS 11, TreePeople's annual gala, and Global Mala. Celebrities including tv psychic Lisa Williams, actors Ed Begley, Jr., Leonardo DiCaprio, Patrick Dempsey, Liv Tyler, Juliet Binoche, Susan Sarandon, Julie Warner, Amy Adams, Steve Carell, and many others have the bags.

ChicoBags are available at the company's website, www.chicobag.com, and in hundreds of natural health markets nationwide.

ChicoBag (www.chicobag.com), is a leader in the green products industry. The company's reusable shopping bags provide one of the most convenient and affordable solutions for breaking the single-use

bag habit. **ChicoBag** is widely respected for its dedication to environmental preservation and has instituted a recycling program through which its bags can be returned after they have finished their service. The company is also leading the charge on encouraging bag ban legislation to help limit the amount of single-use bag waste in the retail cycle. **ChicoBag** has been featured in Real Simple, Entrepreneur, PARADE, Natural Health, Money, and Vision magazines, in addition to a variety of broadcast outlets.

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Web Site: <http://www.chicobag.com>

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