

The Maldon Eco-Friendly Bag Design Competition

The 'Maldon has Bags of Life' reusable bags have been a great success since their launch December 2007. Over 5,000 jute and cotton bags are already in circulation - current design by Tom Russell shown below. The bags have been very popular and are on sale in over 30 retailers in Maldon High Street. The eco-friendly bags have also been spotted in action in Australia, America, Corsica, St Lucia, Scotland, Ireland and India!

By 2009, Maldon plans to be the first plastic bag-free town in Essex because we want to see less waste, less pollution and a healthier environment for us all to enjoy.

Liz Murphy, chairperson for the Maldon Retail Promotions Group, said 'we can't believe the speed at which these environment-friendly bags have become so popular. As soon as new stock arrives it is sold-out within a matter of days. Maldon locals and visitors are keen to get their hands on this new eye-catching bag and do their bit to promote Maldon and protect our environment'.

Following feedback from locals, we plan to launch a new bag, which is a bit smaller in size and also made from jute (a renewable, sustainable plant-based durable fabric), which will compliment the current large shoppers. This will be launched in the summer of 2008.

Competition Rules

Who? Anyone who lives or works within 12 miles of Maldon

Why? You'll feel great and it's a worthwhile cause

Entries to: Maldon Tourist Information office
Wenlock Way, Maldon

Format: A4 portrait onto white or light brown paper (colour of jute)

Guide: Must promote Maldon & environment, be eye-catching and no more than 4 colours

Judges: John Whittingdale, MP, Tom Russell, Den Phillips, Liz Murphy, Jan Smith and Ian Bates

Prize: A day sailing on a Thames Barge, courtesy of Topsails Charters Ltd

Deadline: 30th May 2008

More info: www.visitmaldon.co.uk & www.portabrands.com

Question: How long does it take to make a plastic bag?

Answer: About 200 million years. Please explain this to your children

Facts: About 13 billion plastic bags are used in the UK every year, which is the equivalent to 30 million bags every day. Most of these end up in landfill and take 100's if not 1000's of years to breakdown. There is another way, but it requires your support and a change of habits by us all. **Please do your bit, say 'no thanks' to plastic bags.**

