



For Immediate Release

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“Bag Up NJ” is the Focus of Newark Regional Business Partnership Meeting

City-Based Businesses Educated About Upcoming Statewide Paper and Plastic Bag Ban

NEWARK – October 19, 2021 – The Newark Regional Business Partnership played host this morning to the New Jersey Clean Communities Council (NJCCC), which is spreading an important message about the May 4, 2022 ban of paper and plastic bags at larger stores throughout the state.

The business community plays a significant role in educating consumers about the new state law, which is one of the reasons why the NJCCC launched its statewide “Bag Up NJ” campaign, in concert with the New Jersey Business Action Center and other partners.

As part of the presentation, Executive Director JoAnn Gemenden discussed the statewide launch of NJCCC’s two campaigns, *Bag Up NJ* and *Skip the Straw* and referred participants to their website, www.bagupnj.com for free downloadable graphics. Audience members also heard the perspective of representatives of Invest Newark, Newark’s Sustainability Office, the New Jersey Business Action Center and the New Jersey Department of Environmental Protection.

The New Jersey Business Action Center provides free resources to New Jersey businesses regarding the single-use plastic ban and hosts a Vendor Clearinghouse which is a valuable resource for businesses trying to identify environmentally-sound products for purchase as well as a live chat feature on their website, business.nj.gov.

“We were pleased to be part of such a worthwhile discussion about the economic and environmental impact of litter on communities and the benefits that this legislation will hopefully have on reducing litter,” Gemenden said.

As part of her presentation, Gemenden said, a number of major businesses and other entities in the state have expressed interest in the Bag Up NJ Business Partnership

Program. As part of this educational initiative, the NJCCC develops sponsorship opportunities to generate revenue for the distribution of reusable bags.

The partnership was on display last Friday in Cape May, in which the NJCCC partnered with the Delaware River Bay Authority to distribute 2,500 reusable bags on the Cape May-Lewes Ferry, as it travelled back and forth from Delaware. Bag Up NJ volunteers were on the ferry to educate travellers about the upcoming ban and how shoppers and business owners can comply.

“This Business Partnership Program is ideal for Newark businesses, as well,” Gemenden noted. “There will be a strong need to educate Newark residents about the upcoming bag ban and how best to comply. By coordinating free bag distributions throughout Newark, in partnership with local corporations, we can create a tremendous citywide educational initiative.”

“We appreciate the NRBP and other local supporters who have embraced the Bag Up NJ campaign and allowed us a platform to educate and engage residents,” she added. “Together, we are an incredible team.”

Learn more about Bag Up NJ at BagUpNJ.com. For opportunities in the Business Partnership Program, please call the NJCCC office at 609-989-5900 or email njccc@njclean.org

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