



MAYOR DAVID J. NARKEWICZ

City of Northampton
Office of the Mayor
210 Main Street Room 12
Northampton, MA 01060-3199
(413) 587-1249 Fax: (413) 587-1275
mayor@northamptonma.gov

For Immediate Release

November 13, 2015

City of Northampton launches “Bring Your Own Bag” awareness campaign in advance of January 1, 2016 thin-film plastic bag ban

In an effort to educate City of Northampton businesses, residents and visitors about the impending single-use plastic shopping bag ban, the City has developed an informational campaign, which includes a webpage, posters and point-of-sale tent cards. The project is a collaboration between the Mayor’s Office, Department of Public Works, and Health Department staff, and local marketing professional Jody Young, who has generously donated her services because of her steadfast support for single use plastic waste reduction.

While businesses may continue to provide shopping bags that are compostable, biodegradable, or sturdy enough to be considered reusable, the campaign’s focus is on encouraging city residents to adopt the habit of bringing their own reusable bags on shopping trips. This simple behavioral change has been successful world-wide in communities which have chosen to limit access to thin-film shopping bags, and proves beneficial to local businesses and the environment. Young’s graphic design will adorn informational posters and other related educational materials. The new website is located at www.northamptonma.gov/bagban, and includes downloadable full-color posters and other materials, frequently asked questions about the ban, and a brief explanation of the motivations behind plastic ban bans.



Printed 11”x17” posters and POS tent cards about the ban will be available to city merchants, schools and public entities on November 16. They will be available in City Hall (Mayor’s Office), at the Health Department (212 Main Street), at the Department of Public Works office (125 Locust Street) and at the Greater Northampton Chamber of Commerce (99 Pleasant Street).

General questions about the ban can be directed to the Mayor’s Office, the ban will be enforced by the Public Health Department. Hardship deferments (as outlined in the ordinance) will be administered through the Mayor’s Economic Development Director.

The ban, passed unanimously by City Council and approved by the Mayor in May 2015, focuses on thin-film plastic shopping bags (less than 3 mils thick) distributed by retail, retail food, and retail service establishments. The ban does not include specialty thin film bags (typically without handles) used to contain dry cleaning, curbside newspapers, food (produce, meat, bulk foods, bread, cheese), wet items and other similar merchandise. Other exemptions apply, visit www.northamptonma.gov/bagban for details.