



**SAVE MART  
SUPERMARKETS**

1800 Standiford Avenue . Modesto . CA 95350

## News Release

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### For Immediate Distribution

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### **Save Mart and Lucky Supermarkets Support “Got Your Bags?” Campaign With FREE Reusable Bags July 31 to August 2**

#### ***Giveaway Will Highlight Benefits of Reusable Bags***

*Modesto, Calif., July 30, 2009* – The Save Mart and Lucky stores in Santa Clara County will support the “Got Your Bags?” campaign of Keep California Beautiful by offering their shoppers a free reusable grocery bag with a purchase of \$20 or more. The giveaway will run from Friday, July 31 through Sunday, August 2.

“Our company was green-conscious before it was fashionable. We close the loop on reduce-reuse-recycle practices,” said Steve Junqueiro, President and COO of Save Mart Supermarkets. “For many years we have composted organic waste and recycled paper, cardboard, and plastics. The reusable bags we now offer are manufactured from recycled material and are recyclable at their end-of-use cycle.”

The Save Mart and Lucky Supermarkets reusable bags are stronger, easier to carry, and larger than single-use plastic or paper bags. Unlike bags manufactured from synthetic fibers, these reusable bags can be recycled like any single-use bag. More importantly, they are economical: each costs only 25 cents, and by the end of its lifespan – between 40 and 100 uses – customers would have been paid back up to \$5, since they save 5 cents each time they reuse this bag at any Save Mart or Lucky store.

Each time a reusable shopping bag is presented at the check stand, it can replace up to four single-use bags. After only 50 uses, each reusable bag would have saved 200 single-use bags. The Save Mart and Lucky stores in Santa Clara county are planning to give away up to 80,000 bags this weekend. If just half of those bags are reused 50 times, this giveaway would have prevented as many as eight million single-use bags from becoming an environmental hazard

Save Mart Supermarkets is committed to supporting businesses in the communities its stores serve. The Save Mart and Lucky reusable bags are manufactured by Roplast Industries ([www.roplast.com](http://www.roplast.com)), based in Oroville, Calif. Roplast claims to have the lowest carbon footprint of any reusable bag.

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**Save Mart and Lucky Supermarkets Support “Got Your Bags?” With Reusable Bag Giveaway**  
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Save Mart Supermarkets operates more than 240 stores throughout Northern California and Northern Nevada under the Save Mart, S-Mart Foods, Lucky, and FoodMaxx banners. The privately-held company was founded January 17, 1952 and has always been headquartered in Modesto, California. More information about the company and its banners is available at [www.savemart.com](http://www.savemart.com), [www.luckysupermarkets.com](http://www.luckysupermarkets.com), and [www.foodmaxx.com](http://www.foodmaxx.com). Its consumer relations group can be called toll-free at 800-692-5710.

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