

EXHIBIT 3

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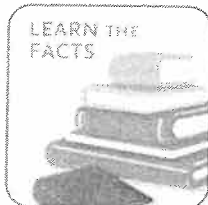
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JOIN THE REUSABLE BAG MOVEMENT

ChicoBag™ has made a commitment to help humanity kick the single-use bag habit. As a part of that commitment, we support efforts around the country to implement policies that limit single-use bags.

Our Advocacy and Community Partnerships team can provide you with resources to take action in your community! It takes more than reusable bags to put an end to Bag Monsters®; it takes education, dedication and a commitment to the planet. Take action and contact advocacy@chicobag.com to get started today!

We have created the following educational resources to keep you up to date on the reusable bag movement and related environmental issues. Learn the facts about plastic bags and what you can do to help create a reusable bag habit. Track the movement with our interactive map to see where Bag Monsters® are no longer welcome and in danger of extinction. Read our Bag Monster® Blog for weekly updates on the reusable bag movement and funny pictures and videos featuring Bag Monsters® across the country.



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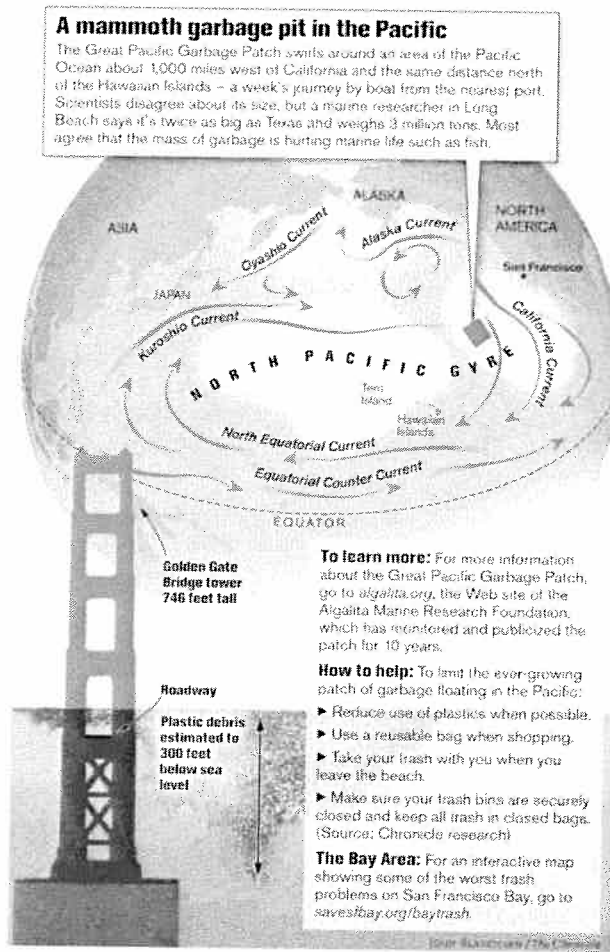


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THE GREAT PACIFIC GARBAGE PATCH

DID YOU KNOW?

- "Solid materials, typically waste, that has found its way to the marine environment is called marine debris. It is known to be the cause of injuries and deaths of numerous marine animals and birds, either because they become entangled in it or they mistake it for prey and eat it."² [Read More](#)
- "At least 267 different species are known to have suffered from entanglement or ingestion of marine debris including seabirds, turtles, seals, sea lions, whales and fish. The scale of contamination of the marine environment by plastic debris is vast. It is found floating in all the world's oceans, everywhere from polar region to the equator."² [Read More](#)
- The **Great Pacific Garbage Patch** has mistakenly been referred to as the largest landfill in the world, a floating island, and a trash vortex. According to the Algalita Marine Research Foundation, the Great Pacific Garbage Patch is most accurately represented as a "plastic soup" where the plastic is distributed throughout the water column.⁹ [Read More](#)
- Of more than ten million pieces of garbage picked up on ocean beaches in 2009 during International Coastal Cleanup Day, 1,126,774 were plastic bags. Plastic bag debris was second only to cigarette butts/filters (21%) in number and accounted for full 11% of ALL marine debris picked up.⁴ [Read More](#)
- The reason that turtles ingest marine debris is not known with certainty. It has been suggested that debris, such as plastic bags, look similar to, and are mistaken for jellyfish. Studies on dead turtles reported ingestion of marine debris in 79.6% of the turtles that were examined from the Western Mediterranean (Tomas et al. 2002), 60.5% of turtles in Southern Brazil (Bugoni et al. 2001) and 56% of turtles in Florida (Bjordal et al. 1994)² [Read More](#)
- According to research done by Captain Charles Moore on the Great Pacific Garbage Patch, it has been found that there are six pounds of plastic for every pound of plankton in the area.⁵ [Read More](#)
- If everyone in the United States tied their annual consumption of plastic bags together in a giant chain, the chain would reach around the Earth's equator 776 times!¹⁰



BACKGROUND ON SINGLE-USE PAPER BAGS

- Each year the United States consumes 10 billion paper grocery bags, requiring 14 million trees.⁶
- Five industries account for 68 percent of all energy used in the industrial sector. Pulp and paper accounts for 6 percent of energy usage making it the fourth largest contributor⁷.

Sources:

- Wall Street Journal. *Paper or Plastic? A New Look at the Bag Scourge*. - View Full Article by Jeffrey Ball
 - Greenpeace. *Plastic Debris in the World's Oceans*. - View Full Report by Altsopp, Walters, Santillo, and Johnston
 - National Geographic News. *Are Plastic Grocery Bags Sacking the Environment?* - View Full Article by John Roach
 - International Coastal Cleanup sponsored by Ocean Conservancy Report. September 2010. View Full Article Report
 - United Nations Environment Programme. *Out In The Pacific Plastic Is Getting Drastic*. View Full Article by Captain Charles Moore
 - National Cooperative Grocers Association. *Paper or Plastic? NCGA Suggests Neither*. - View Full Article
 - Energy Information Administration. *International Energy Outlook 2009, Industrial Sector Energy Consumption*. View Full Article
 - Boustead Consulting & Associates. *Life Cycle Assessment for Three Types of Grocery Bags - Recyclable Plastic; Compostable; Biodegradable Plastic; and Recycled, Recyclable Paper*. Pg 41. View Full Report
 - Algalita Marine Research Foundation. *Frequently Asked Questions*. View More Information
 - U.S. International Trade Commission. *Polyethylene Retail Carrier Bags from Indonesia, Taiwan, and Vietnam*. Publication 4080. May 2009, pg. IV-7. View Full Report
- *Calculation is based on the following: 2008 bag consumption, according to U.S. International Trade Commission = 102,105,637,000. Earth's Circumference = 131,480,184 feet, Average bag length = 1ft.

Be part of the solution and kick your single-use bag habit!

BACKGROUND ON SINGLE-USE PLASTIC BAGS:

- Introduced in the 1970's as an alternative to paper bags, plastic bags now account for 80 percent of grocery bags given out, according to the American Plastics Council.³
- According to the United States International Trade Commission, in 2008, U.S. consumption of imported and domestically produced Polyethylene Retail Carrier Bags was reported to be 102,105,637,000.¹⁰
- A study conducted by Boustead Associates (2007) states that, "EPA data from 2005 show that 21% of the kraft paper grocery bags are recycled and 5.2% of the plastic grocery bags are recycled."⁸



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