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Trail
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seeks
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PROUDLY SERVING THE COMMUNITIES OF **ROSSLAND, WARFIELD, TRAIL, MONTROSE & FRUITVALE**

Rossland bag campaigners take on Trail

Student's design
captures city

BY ERIN HANDY

Times Staff

Bringing the reusable bag revolution to Trail is no small task, but at least the pretty part is nearly complete. Featuring a twisting river turned tree, with a tiny Teck in the background, the winning artwork in a student contest to design the bags is classic Trail, and just what the organizers were looking for, according to one judge.

"It's got a good, sort of iconic, look to it," said Kathy Moore of Greener Footprints, the environmental organization behind the bags project. "It was hard, really (to choose).

There's a lot of great talent out there."

Chelsey Dyer, a media arts student at J. L. Crowe, submitted the winning design. Students in Charlene Barnes' Grade 9 and 10 classes also participated.

Following presentations to each class on "the perils of plastic," the kids were given some guidelines: two colours, a tagline, and an attempt to capture the spirit of both the community and an environmental message were all that was required.

"It had to be a simple, clear design and I wanted to incorporate the river," Dyer, who hopes to become a graphic designer, explained.

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LOCAL



SUBMITTED PHOTO

J. L. Crowe student Chelsey Dyer won the contest to design artwork for new reusable grocery bags.

'Less waste means greater Trail'

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Her tagline, "Less waste means a greater Trail," stresses the inclusion of the surrounding area in the project. The plan is for Warfield and Montrose to participate in the Trail edition of the bags - neither village has enough businesses to go it alone. Dyer indicated that she and her classmates were excited to be a part of the project.

"This is a good idea, to get people more involved," she said.

Moore explained that

the first year the bags were produced in Rossland, the design contest was open to the whole community, but few submissions were received. Next time around they focused on the schools, with more success, the idea being not only to harness the young peoples' creativity, but also to engage them in the group's green ethic.

"It's kinda neat, right? It's a good way to get the info out there."

Moore explained that creating a bag specific to the community will create

a buzz, helping to increase awareness and draw local focus to the issue of plastic bag waste.

"(In Rossland), it got people talking and the use of reusable bags jumped significantly," she said. "We tried to keep the momentum going for several weeks since the biggest barrier to using reusable bags has been forgetting them at home. It only takes 30 days to establish a habit so we wanted to make using reusable bags the new habit of all Rosslanders - and it

was pretty successful!"

In Trail, Greener Footprints is pleased with the preliminary support shown by a series of super-market surveys at Ferraro's, Extra Foods and Safeway this spring. Of the 625 customers surveyed at the stores, nearly 75 per cent were in favour of bringing the bags to Trail.

The group will be pounding the pavement in the next couple of months, looking for sponsorship from business and local government to make the bags project a reality.