

Embargoed until Friday 1 May 2009

## DO SOMETHING BACK TARGET'S NATIONAL BAN ON PLASTIC BAGS

### South Australian Government ban on plastic bags starts Monday 4 May in all SA retail outlets

Action group Do Something is backing Target's national decision to ban the bag. Starting on 1 June, every Target store will stop the giving away of plastic checkout bags. The bold move will result in 100 million less plastic shopping bags going into landfill and the environment.

Target's decisive action comes ahead of Monday's statewide ban of conventional plastic checkout bags in South Australia. That ban will be enforced across all SA retail outlets.

These two initiatives will result in the elimination of **half a billion plastic bags**. These represent a significant proportion of the 4 billion plastic checkout bags used in Australia every year.

To coincide with these developments, the leading plastic bag activist, Jon Dee, has launched the 'Ban the Bag' campaign and website at [www.banthebag.com.au](http://www.banthebag.com.au)

#### The campaign has 3 key aims:

- to lobby governments to make national the South Australian ban on plastic bags
- to encourage other retailers to ban plastic bags as soon as possible
- to encourage the public to change their personal bag behaviour and support retail initiatives to fully eliminate plastic checkout bags

"Target's national ban and the statewide South Australian ban show that we have reached a tipping point where a national ban on plastic bags is now inevitable," said Jon Dee, the Founder and Chairman of Do Something. "Plastic bags are now moving on to the endangered species list."

"Such a ban would benefit marine creatures such as seals, whales and turtles - many of whom die every year by ingesting plastic bags that are mistaken for food sources such as jellyfish."

Dee said, "Do Something has thrown its full support behind this landmark decision by Target. It is the latest in a groundswell of initiatives by retailers and others to move away from plastic bags. The supermarket chain ALDI does not give away free plastic checkout bags. Retailers such as Bunnings, Nando's and IKEA have banned plastic checkout bags. McDonald's only uses paper bags and for five years Tasmania's Coles Bay has banned plastic bags at the checkout."

"All of these positive retail initiatives have shown that Australia is finally ready to 'Ban the Bag'".

Together with Target Managing Director Launa Inman, Jon Dee will be at the launch of Target's plastic bag ban in Target Melbourne City store, 236 Bourke St at 10:30am Friday 1 May.

**Jon Dee is available for interview from 5am Friday 1 May on 02 9519 8766**

For further information please call Do Something media:  
Annemarie Jonson on 0428 278 880 or Jackson Gothe-Snape on 0421 042 807.

*Do Something! is a not-for-profit advocacy group that seeks to create positive social and environmental change. For more information, visit [www.dosomething.net.au](http://www.dosomething.net.au)*