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**June 5, 2019**

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**Newport Avenue Market phases out plastic bags ahead of citywide ban**  
*Employee-owned grocery announces educational campaign encouraging shoppers to use and remember their reusable bags*

(Bend, Ore.) – Shoppers at Newport Avenue Market have two options for bagging their items at checkout: a reusable bag or a paper bag.

Well in advance of the citywide plastic bag ban that goes into effect on July 1, the employee-owned local grocery phased out its green plastic bags earlier this month. In anticipation of the ban, Newport Market is also embarking on a campaign to educate its customers about the change, including sharing strategies on how to adopt a reusable bag habit.

“When Bend announced the plastic bag prohibition last year, we wanted to do more than just comply with the ordinance,” said Lauren Johnson, CEO, and President of Newport Market. “We’re going a step further and encouraging our shoppers to rethink disposable, single-use items, like plastic bags. In the weeks ahead, we’ll be providing our customers with tips and strategies on how to make a reusable bag part of a daily or weekly routine -- no matter where they shop.”

When bagging at checkout, customers without a reusable bag will have the option of purchasing a paper bag at a cost of 10 cents apiece, a requirement of the City of Bend’s new ordinance. Plastic bags will still be available within the store for use in bagging meats or produce.

To help shoppers stock up, the store is offering an expanded selection of reusable bags for purchase.

“We routinely hear from customers that one of the challenges of reusable bags is remembering to bring them when they shop, particularly if they make an unexpected stop at the store,” noted Johnson. “By always storing bags in your car, bike basket, backpack, and purse, shoppers will ensure their bags are available -- even when the unexpected urge for an OMG brownie strikes.”

**About Newport Avenue Market**

Since opening in 1976, Newport Avenue Market in Bend, Oregon, has been the No. 1 choice of Foodies in Central Oregon. A 100-percent employee-owned boutique grocer, Newport offers shoppers both mainstream and hard-to-find food items as well as kitchenware and unusual gifts. A 19-time winner of “Best Grocery Store” in Central Oregon by *The Source Weekly’s* annual community poll, Newport Avenue Market supports local producers and offers an expansive selection of high-quality, in-demand food and beverage items, including 500 varieties of craft beer. For more details, go to [www.newportavemarket.com](http://www.newportavemarket.com).

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