



**Our Holiday Gift to the Environment  
2011 Wrap Up**



Thanks to our partners for  
helping to make  
*A Day Without a Bag*  
a huge success!



# Recap

- **A Day Without a Bag Youth Training** our free, half-day tutorial at Cal State LA taught local students how to host successful bag giveaways and guided them through a process to support municipal efforts to reduce single use bag consumption.
- Over **18,000** reusable bags were handed out to Los Angeles County residents.
- Over **75** reusable bag giveaways took place throughout Los Angeles County.
- Special thanks to our new site captain **Union Bank**.



Representatives from the County and City of Los Angeles at the Day Without a Bag media event.

# Thank You Sponsors!



The **City of Los Angeles** donated 5,000 bags for "A Day Without a Bag" giveaways .



**Los Angeles County Department of Public Works** was busy preparing the unincorporated areas for phase 2 of their bag ban. County Eco Elves handed out thousands of bags.



**Earthwise Bag Company, Inc.** is on a mission to save the environment – one plastic bag at a time. As a Major sponsor, Earthwise Bag Company, Inc. is supporting "A Day Without a Bag" with a donation of 5,000 reusable bags.



Ralphs donated 2,000 bags and hosted 20 bag giveaway sites at their Food 4 Less and Ralphs locations all over the County.



The Eco-Elf Patrol from the LADPW out and about giving reusable bags away to shoppers.

# Store Promotions



Offered TRIPLE "Reuse-a-Bag" rebate across all LA County stores



Offered a FREE reusable bag with any \$29.99 purchase at across all LA County stores



Offered a FREE reusable bag with any purchase at participating stores



Gave away FREE reusable totes at participating Union Bank branches



Offered a FREE reusable bag with any \$50 purchase at Fred Segal Santa Monica



# Bag Giveaway Site Captains



Compton High School Students hosting a bag giveaway!

Coalition for a Green Glendale (6 sites)\*

Compton High School  
Recycling Club

DaVinci Charter School

Food 4 Less

Fred Segal Santa Monica

Hawthorne High School

Heal the Bay

King Drew Magnet H.S.

LA County Public Library

Office of Assemblyman

Bob Blumenfield

Office of LA City Councilman

Tony Cardenas

Pacoima Beautiful

Palisades Cares

Ralphs

Redondo Sea Lab/LA

Conservation Corp

Roundhouse Aquarium

Santa Monica Bay Restoration  
Foundation

Santa Monica Pier Aquarium

Sun Valley High School

Tree People

Union Bank

Urban Semillas

West Ranch High School

ACUSLA

Bassett High School

Burbank Green Alliance

Cabrillo Marine Aquarium

City of Agoura Hills

City of Avalon

City of Calabasas

City of Covina

City of Culver City

City of Downey

City of Huntington Park

City of Inglewood

City of Long Beach

City of Los Angeles Public Affairs

City of Malibu

City of Manhattan Beach

City of Monterey Park

City of Pasadena

City of Santa Clarita

City of Santa Monica

# A Day Without a Bag Youth Training

Heal the Bay partnered with Cal State LA this year and hosted the A Day Without a Bag Youth Training

Heal the Bay, along with Students United for Sustainability club (SUS) and Cal State LA's Office for Community Engagement, welcomed 50 participants. There were students and youth from 15 different schools and 19 different cities. These cities ranged from those as close as Hawthorne, Compton and Los Angeles and those as far as Fillmore, La Palma, and Aliso Viejo!

The goal of the training was to educate youth about the dangers of single-use bags, how to support municipal efforts to ban single-use bags, and how to host reusable bag campaigns in their own communities.

Special thanks to Project Green Bag's Manuel Martinez for inspiring and motivating the students!



Manuel Martinez from Project Green Bag, speaks to students about the importance of switching to reusable bags.



Students from West Ranch High School handing out bags at Ralphs in Stephenson Ranch.



Heal the Bay's Eddie Murphy showing students how to construct a reusable bag out of a tee-shirt.

# Bag Ban Update

## Adopted Bans

Alameda County  
Calabasas  
Carpinteria  
Dana Point  
Fairfax  
Fort Bragg  
Laguna Beach  
LA County unincorp.  
Long Beach  
Malibu  
Manhattan Beach  
Marin County unincorp.  
Millbrae  
Monterey  
Ojai  
Palo Alto  
Pasadena  
San Francisco  
San Jose  
San Luis Obispo County  
Santa Clara County unincorp.  
Santa Cruz County unincorp.  
Santa Monica  
Solana Beach  
Sunnyvale  
Watsonville  
West Hollywood



Meredith McCarthy with Amos Marvel from Hidden Variable Studios

[www.AboutTheBag.com](http://www.AboutTheBag.com)

L.A. County's site is a compendium resource and has links to the L.A. County ordinance, EIR, and economic study.

## Bag Ban Ordinance Resources

[www.plasticbaglaws.org](http://www.plasticbaglaws.org) for text of laws, related CEQA litigation.

[www.healthebay.org/about-bay/current-issues/marine-debris](http://www.healthebay.org/about-bay/current-issues/marine-debris) for a variety of information, including how to take action.

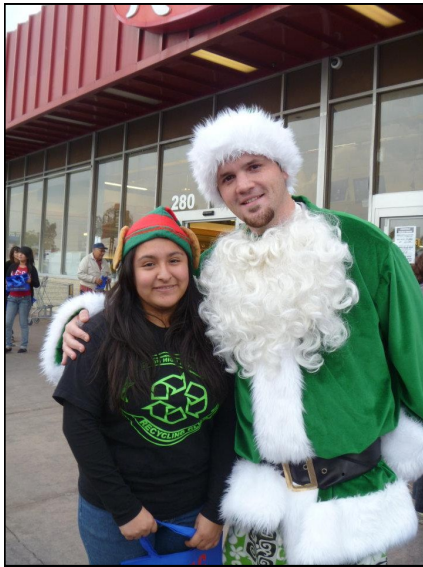
For member groups, organizations and other information: [www.Cleanseascoalition.org](http://www.Cleanseascoalition.org)

## Pending Ordinances

Dana Point	Huntington Beach
Belmont	City of Los Angeles
Berkley	Mendocino County
Burbank	Milpitas
Capitola	Monterey
Culver City	Pacific Grove
Daly City	Pinole
Davis	Richmond
El Cerrito	Sacramento
Encinitas	Santa Barbara
Glendale	Santa Clarita
Hermosa Beach	

# Bags Generously Provided By:

Special thanks to the companies and organizations that donated reusable bags for A Day Without a Bag.



County of Los Angeles

City of Los Angeles

Food 4 Less

Ralphs

United Food and Commercial

Workers International Union

(UFCW)



West Ranch High School Students handing out Earthwise bags

A media campaign about the day's intent raised awareness for MILLIONS of Southland residents via our three-step online, print and broadcast strategy. A month-long media program successfully alerted the public about the day's events beforehand and ensured coverage of activities that occurred.

The unique combination of retailers, environmental groups and government bodies involved across the county enabled widespread coverage.



Heal the Bay's Tara Treiber with Gayle Anderson on KTLA 5.

## Los Angeles Times

**MarketWatch**  
THE WALL STREET JOURNAL

**The Acorn**  
Serving Agoura Hills, Calabasas, Hidden Hills, Oak Park and Westlake Village

**smdp.com**  
Santa Monica Daily Press

For Immediate Release:

## **‘DAY WITHOUT A BAG’: A HOLIDAY GIFT FOR THE PLANET**

### ***L.A. City Council preps sing-use bag ban; reusable giveaways set for Dec. 15***

SANTA MONICA, Calif. (Wed., December 7, 2011) – With the Los Angeles City Council poised to move forward with a sweeping ban on single-use shopping bags next week, environmental group Heal the Bay is conducting a series of reusable bag giveaways and retail promotions on Thursday, Dec. 15.

Heal the Bay’s fifth annual “Day Without a Bag” events give Southland shoppers a special holiday present that also benefits the environment – a free reusable bag.

A diverse range of engaged citizens, from Girl Scouts in Agoura Hills to seniors in Covina, will conduct bag giveaways and peer-to-peer education at more than 60 locations in Los Angeles County. The grass-roots activities are designed to educate consumers about the economic and environmental waste created by single-use shopping bags. (For a map of all giveaway sites, go to [www.healthebay.org/dwab](http://www.healthebay.org/dwab))

“Green Santa” and his band of Los Angeles County Public Works eco-elves also will distribute free reusable bags to patrons at high-profile shopping areas throughout the region through Jan. 1. Patrons “caught” using reusable bags will be rewarded with special prizes.

While “Day Without a Bag” takes place on the third Thursday of December, Heal the Bay urges shoppers to utilize reusable bags 365 days out of the year. Heavy-duty reusable bags are convenient, sustainable alternatives used daily by tens of millions around the globe.

This year’s event occurs as regional and statewide momentum builds against the proliferation of single-use bags. The Los Angeles City Council is mulling what would be the most far-reaching ordinance in the nation – a ban on both single-use paper and plastic bags at grocery stores, convenience stores and pharmacies. A vote is expected next week. (Heal the Bay calls upon Angelenos to encourage the city of Los Angeles to adopt the pending single-use carryout bag ban by contacting Los Angeles Mayor Antonio Villaraigosa.)

An estimated 2.33 billion single-use plastic carryout bags and 400 million single-use paper bags are used annually in the city of L.A. With less than 5% of those bags being recycled, the vast majority winds up gobbling up precious landfill, clogging storm drains or fouling our oceans.

L.A. County approved an ordinance that bans plastic bags in unincorporated areas and places a charge on paper bags in November 2010. The measure kicked in July 1 for supermarkets and will go into effect Jan. 1, 2012 for liquor stores and convenience markets. Other municipalities that have banned single-use plastic bags include San Francisco, Santa Clara County, San Jose, Long Beach, Santa Monica and Malibu. More than 4 million Californians now live in communities that have banned plastic bags.

“After five years of hosting this event, it’s gratifying to see us reach the tipping point in getting rid of single-use shopping bags in Los Angeles County,” said Meredith McCarthy, Heal the Bay’s programs director. “Bringing a reusable bag to the store is an easy and impactful way to improve the health of our oceans and neighborhoods.”

Assemblymember Julia Brownley (D-Santa Monica) has indicated that she plans to reintroduce a measure next year calling for a uniform statewide ban on single-use plastic bags, building on her previous legislative efforts.

Sponsor Ralphs is supporting Day Without a Bag by offering to triple its Reuse-a-Bag rebate, leading an assortment of businesses scheduled to support the Dec. 15 event through in-store promotions or giveaways at locations county- and statewide. Other participating businesses include 99¢ Only Stores® and Union Bank. Free bags also will be distributed while supplies last at public libraries in unincorporated areas of Los Angeles County.

To buttress the public awareness campaign, Heal the Bay hosted a Dec. 3 “Day Without a Bag Leadership Training” at Cal State Los Angeles for youth interested in galvanizing their communities to reduce the consumption of single-use plastic bags. Students from more than 25 schools participated and will be distributing bags in their communities on Dec. 15.

Spurred by the success of previous Heal the Bay events, community groups throughout the state and the beyond have launched their own “A Day Without a Bag” campaigns. Similar outreach programs will be held in San Diego and Orange counties, as well as in Chicago, New Jersey, and even Kuwait City.

Paper bags, while biodegradable, still require vast amounts of fossil fuels and water to produce, distribute and collect for disposal. For more information on costs of disposable bags: <http://www.healthebay.org/about-bay/current-issues/marine-debris>

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Councilmember Eric Garcetti speaking at the Media Conference

# Los Angeles Times

## L.A. bag ban delayed again as lawmakers ask for further studies

-- Kate Linthicum, **December 17, 2011**

A long-contemplated ban on carryout shopping bags in Los Angeles was held up on Friday when city lawmakers asked for further studies on the economic effect of such a move.

The information they receive will help decide the details of the measure — whether it will ban all single-use shopping bags or follow many other California cities and counties in prohibiting plastic bags but still allowing stores to sell paper ones for a small fee.

Support for some kind of bag ban appears to be strong on the City Council, where several members have pledged to get the measure passed before March 31, 2012. But a few complained about the length of time it has taken to pass a ban, which was first discussed four years ago.

"It is a shame that we can't drive public policy, as opposed to leading from behind all the time," City Councilman Richard Alarcon said.

The Bureau of Sanitation reports that an estimated 2.3 billion plastic bags and 400 million paper bags are used in the city each year. Only 5% of the plastic and 21% of the paper end up being recycled. Supporters of the ban say the rest end up in landfills and or in nature.

The environmental group Heal the Bay, which has been lobbying Los Angeles officials to enact a ban since 2007, the year San Francisco became the first city in the nation to do so, says plastic bags are among the worst marine pollutants. Councilman [Paul Krekorian](#), who co-sponsored the ban, on Friday called the bags "a scourge that's destroying our oceans."

Krekorian, who believes L.A.'s actions could spur a statewide ban, said he wants the measure passed by March 31, before the Legislature's spring break.

Last year, a proposed state ban on plastic bags died in the Legislature. It was supported by the California Grocers Assn., which has complained about a city-by-city patchwork that forces them to follow different rules in different places, and opposed by the American Chemistry Council, the lobbying group that represents the plastics industry.

The group says paper bags are just as bad for the environment because of the energy required to produce them. Others have pointed out that even producing reusable bags takes an environmental toll. Bag manufacturer Crown Poly, located in Vernon, said the ban would threaten the livelihoods of hundreds of employees.

L.A. Councilwoman [Jan Perry](#), whose Energy and Environment Committee considered the ban Friday, said she is not yet convinced that including paper bags in the proposal is the best move for the city. She asked the chief legislative analyst and the city administrative officer to report back in 30 days on the potential cost of several scenarios, including a ban on both types of bags, a ban only on plastics and the possibility of charging a fee for paper bags.

Perry also requested that the Bureau of Sanitation craft a 60-day plan to inform stores and community members about coming changes. City officials appear wary of potential legal ramifications.

Many cities and counties have enacted bans in recent years, including Los Angeles County, Long Beach, Manhattan Beach, Santa Monica and Malibu. Several of them, including L.A. County, have faced legal action as a result, said Karen Coca, who heads the Bureau of Sanitation's recycling division.

Manhattan Beach was sued on the basis of inadequate environmental review, Coca said, adding that the state Supreme Court upheld the ban.



## Santa Monicans encouraged to go a day without a bag

—Kevin Herrera, December 13, 2011

CITYWIDE — Santa Monica-based environmental watchdog Heal the Bay is encouraging residents across Los Angeles County to go a day without a bag Thursday as part of its effort to spread the word about the dangers of using plastic bags.



The fifth annual "Day Without a Bag" education campaign will give Southland shoppers the opportunity to receive a free reusable bag when they visit various businesses, including retail, banks and grocery stores.

In Santa Monica, residents and visitors can get a bag at Union Bank, the Santa Monica Pier Aquarium and the Ralphs on Cloverfield Boulevard (from 3 p.m. to 5 p.m.), according to Heal the Bay. The Santa Monica City Council passed a ban on single-use plastic bags that went into effect

Sept. 1., and imposed a 10-cent fee on paper bags. Elected officials were concerned about the bags' environmental impact and wanted to encourage people to carry reusable bags.

More than 26 million plastic bags are used by Santa Monicans every year, city officials said, and that majority are not recycled or disposed of properly, contributing to pollution while posing a risk to marine life which may mistake the bags for food, according to Heal the Bay.

According to the Santa Monica Office of Sustainability and the Environment, more free plastic or paper bags are used for 12 minutes before being released into the environment. Less than 5 percent of the 19 billion plastic bags used each year in California are recycled.

That has led cities like Santa Monica, San Francisco, Long Beach and Malibu, as well as Los Angeles County, to impose bans on single-use plastic bags. The Los Angeles City Council is poised to move forward with its own ban next week that would also include paper bags, according to Heal the Bay.

An estimated 2.33 billion plastic bags and 400 million paper bags are used annually in L.A.

"After five years of hosting this event, it's gratifying to see us reach the tipping point in getting rid of single-use shopping bags in Los Angeles County," said Meredith McCarthy, Heal the Bay's programs director. "Bringing a reusable bag to the store is an easy and impactful way to improve the health of our oceans and neighborhoods."

Assemblymember Julia Brownley (D-Santa Monica) has indicated that she plans to reintroduce a measure next year calling for a uniform statewide ban on single-use plastic bags, building on her previous legislative efforts.

"We're proud to support Heal the Bay in this important effort to encourage sustainable choices to benefit the environment," said Union Bank Senior Vice President and Regional Manager Christine Sarkisof. "We strongly believe in preserving the environment, and it remains one of our core values -- our participation is one of the ways we demonstrate our commitment at the community level."



## **99 Cent Only Stores Plans to Give Away Over 9,999 Reusable Bags on Thursday December 15th at All Stores in Los Angeles and San Diego Counties**

**--99 Cent Only Stores Partners With Environmental Non-Profit Organization, Heal the Bay in Support of Their "A Day Without A Bag" Campaign --Bags will be given to customers with minimum purchase of \$29.99**

LOS ANGELES, Dec. 14, 2011 /PRNewswire via COMTEX/ -- 99 Cent Only Stores® will participate in Heal the Bay's "A Day without a Bag" campaign to help promote the use of reusable bags and environmental responsibility. The campaign will take place on Thursday, December 15th, and this year 99 Cent Only Stores' customers in Los Angeles and San Diego counties who make a minimum purchase of \$29.99 will receive a free large reusable shopping bag.



"This is the fourth consecutive year that we proudly participate in this campaign. We are proud to be part of an activity that encourages shoppers to adopt reusable bags as part of their everyday habits", says Eric Schiffer, CEO.

In addition to the bags that 99 Cent Only Stores will be giving its customers, the Commerce, California based retail company has also made a donation of 1,000 reusable bags to 'Heal the Bay' for their volunteers to distribute at various public sites throughout L.A. County. 99 Cent Only Stores will partner with Heal the Bay in Los Angeles and the San Diego Environmental Commission by giving over 9,999 reusable bags in both counties.

More in Santa Monica

99 Cent Only Stores will contribute to the 'Share a Bag' program arranged by the City of Santa Monica donating 1,000 reusable bags. The initiative seeks to eliminate the use of single plastic bags by encouraging Santa Monicans to bring their excess reusable bags and depositing them in designated bins so others can use them. The bags donated by 99 Cent Only Stores will be available at select Santa Monica locations for free.

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## **Agoura to consider ban on carry out plastic bags**

2011-12-22 / Front Page

By Stephanie Bertholdo

The City of Agoura Hills joined Heal the Bay in its effort to reduce the use of plastic and paper bags at grocery stores.

In a fifth annual “Day Without a Bag” campaign Dec. 15, Heal the Bay and the city distributed reusable, environmentally friendly grocery bags to City Hall, the library and the recreation center on Thousand Oaks Boulevard.

At the Dec. 14 City Council meeting, Mayor John Edelston commended Kevin Jontz, a restoration and monitoring specialist with the environmental agency, for the agency’s commitment to convince people to use reusable bags instead of paper or plastic bags.

Edelston shared some stark statistics at the meeting. Los Angeles County residents use more than 6 billion disposable plastic shopping bags last year—less than 5 percent of which are recycled.

Collectively, cities throughout California spend nearly \$25 million each year to collect and dispose of plastic bag waste.

Paper bags are not the solution. Edelston said while paper bags are biodegradable, the “vast amounts” of fossil fuels and water required to produce and distribute the bags renders them harmful to the environment.

“Heavy-duty reusable bags are convenient, environmentally friendly alternatives that are used world wide,” Edelston said.

Agoura Hills gave away 150 reusable bags on Dec. 15, and will continue to offer them to residents while their supply lasts.

“Los Angeles County passed a sweeping ban on plastic bags, which next year will cover more than 1,000 supermarkets in unincorporated areas,” Edelston said.

“Manufacturers of plastic bags should either change the materials used in these bags to be biodegradable or use a product which would trigger plastic bags biodegradability after a limited time frame,” he said. “But the incorporation of such technology is not now used, and therefore the city of Agoura Hills should examine the ban on the use of plastic bags.”

Nearly 20,000 reusable bags were given away during the annual event at 60 locations throughout the county. While “Day Without a Bag” takes place on one day in December, Heal the Bay urges shoppers to opt for the reusable bags 365 days a year.

To that end, Jontz said, “Green Santa and his band of Los Angeles County Public Works eco-elves will distribute free reusable bags to folks at shopping areas throughout the region through Jan. 1.”

This year’s event was staged as a statewide momentum against the proliferation of single-use bags. The Los Angeles City Council is considering how to proceed with new ordinances that could set a standard nationwide, banning both single-use paper and plastic bags at supermarkets, convenience stores and pharmacies. Edelston said Agoura will consider joining other municipalities like Malibu, San Francisco and Santa Monica in their ban of single-use bags.

## Day Without a Bag: Where to Get a Free Reusable Bag

by Yosuke Kitazawa

on December 14, 2011 4:57 PM



Join us this Thursday, December 15th in observing [A Day Without a Bag](#). Presented by [Heal the Bay](#), the event encourages shoppers and retailers to forgo single-use, plastic shopping bags in favor of reusable bags.

To raise awareness of this campaign, Heal the Bay will be handing out free reusable bags at over 60 locations throughout Los Angeles County.

Here's an alarming fact, from Heal the Bay's website:

Californians use 19 billion plastic bags every year. This generates over 147,000 tons of unnecessary waste that ends up in our landfills, chokes local rivers and storm drain systems, and enters the ocean, threatening marine life.

When we accompanied [Alicia Katano](#) and [students from Youth Voices](#) for a river cleanup at the [Glendale Narrows](#) section of the [L.A. River](#), we saw firsthand how many plastic bags end up in the river.

They can also be seen at [Compton Creek](#).



And at the [confluence](#) of the [Arroyo Seco](#) and the L.A. River, as seen in the top photo.

Let's help clean up our beautiful natural habitats by starting with one simple task: spend a day without a bag!





Ralph's Kendra Doyle with the County's Public Works Eco-Elves and their Eco-Elf Patrol Car.



KTLA's Gayle Anderson helped spotlight Day Without A Bag at Compton Ralphs.



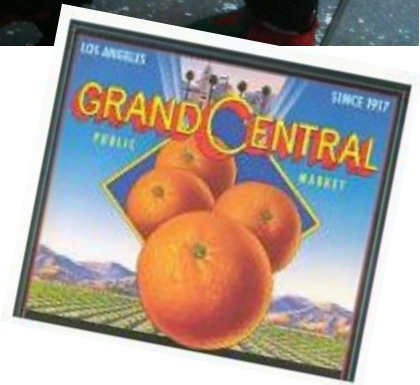
STATION LOGO

# 2011 Media Event



## Special Thanks to our speakers:

Karin Hall, Executive Director Heal the Bay  
Eric Garcetti, Mayor Pro Tem L.A. City Council  
Paul Koretz, Los Angeles City Councilman  
Julia Brownley, State Assemblymember  
Gail Farber, Director, Los Angeles County Public Works  
Andrea Alarcon, President Los Angeles Board of Public Works  
Kendra Doyle, VP Ralphs Group  
Amy Smart, Actor and Heal the Bay Board member  
...and to **our host Grand Central Market!**



Bag Monster appearance courtesy of our friends at Chico Bags.



Ralphs Vice President Kendra Doyle.




Media Event speakers.



City of Los Angeles Director of Public Works Enrique Zaldivar, Kirsten James, Andrea Alarcon, Karen Coca. show off their reusable bags.



Councilman Paul Koretz with the Chicobag Monster.



**Thursday, December 15**  
Make a Lasting Gift to the Environment  
Make the switch to reusable bags.

[LEARN MORE](#)

# Resolutions

## RESOLUTION NO. 11452

### A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK, CALIFORNIA, RECOGNIZING THE THIRD THURSDAY OF DECEMBER AS A DAY WITHOUT A BAG

WHEREAS, each year, approximately 6 billion plastic carryout bags are used in Los Angeles County; and,

WHEREAS, in the United States, less than 5 percent of plastic bags are recycled ; and,

WHEREAS, the indiscriminate littering of plastic bags is an increasing blight problem. Plastic bags create significant litter problem on local streets, beaches, and the marine environment; and,

WHEREAS, marine animals and consumption of and entanglement in marine debris,

WHEREAS, each year, the State of California discards 1.5 billion to 2 million to landfill discarded plastic bags; and,

WHEREAS, the City of Monterey Park has recycling goals; and,

WHEREAS, paper bags, while biodegradable, contribute to greenhouse gas emissions, deforestation and water pollution;

WHEREAS, reusable bags contribute to reducing greenhouse gas emissions over single-use plastic and paper bags;

WHEREAS, Heal the Bay and the City of Monterey Park encourage the use of reusable bags and forego single-use plastic and paper bags on A Day Without A Bag.


NOW, THEREFORE, THE CITY COUNCIL OF MONTEREY PARK HEREBY RECOGNIZES

Resolution No. 11452  
Page 2 of 3

PASSED, APPROVED, AND ADOPTED this 7<sup>TH</sup> day of December, 2011.

Attest:

  
David M. Barron, City Clerk  
City of Monterey Park, California

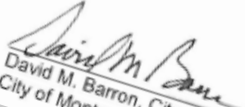
  
Mitchell Ing, Mayor Pro Tem  
City of Monterey Park, California

State of California )  
County of Los Angeles ) ss.  
City of Monterey Park )

I, David M. Barron, City Clerk of the City of Monterey Park, California, do hereby certify that the foregoing Resolution No. 11452 was duly and regularly adopted by the City Council of the City of Monterey Park at a regular meeting held on the 7<sup>th</sup> day of December, 2011, by the following vote:

Ayes: Council Members: Chu, Real Sebastian, Ing, Lau  
Nays: Council Members: None  
Absent: Council Members: Wong  
Abstain: Council Members: None

Dated this 7<sup>th</sup> day of December, 2011.

  
David M. Barron, City Clerk  
City of Monterey Park, California



Edward Murphy “Green Santa” & Nick Flash “Bag Monster” with Compton High School Recycle Club and King Drew Magnet High School students.



[www.HealtheBay.org](http://www.HealtheBay.org)  
[www.aboutthebag.com](http://www.aboutthebag.com)