

## Molina launches green earth initiative

Los Angeles County Supervisor Gloria Molina, with the support of Fox Sports en Español, 400 elementary school students, Heal the Bay and the Environmental Protectors, at 9:30 AM today launched a campaign to fight the “Bag Monster” (symbolizing the number of plastic bags used by U.S. households annually) at Lillian Street Elementary School at 5909 Lillian Street in Southeast L.A.’s Florence-Firestone community.

First to join Molina’s “earth defenders” team, the third to fifth grade students, learned about the negative impact of plastic bags on the environment and helped Molina introduce her “A Green Bag for a Clean Earth” campaign. The students will help promote the use of canvas bags in place of single-use bags with their parents, families and community. This first phase of the campaign concludes on April 22, 2009 – Earth Day.

“We want to affect behavioral change in environmental responsibility by starting with our children and initiating a new generation of earth defenders,” said Molina.

“By learning early and helping educate parents about the importance of reusable bags, young people are taking action and participating in preserving a greener” earth for their generation...and generations to come,” said Molina.

Molina and students were joined by Fox Sports en Español’s Senior Vice President and Assistant General Manager, Raúl de Quesada, and celebrated sports anchor Alejandro Luna, in fighting Heal the Bay’s Bag Monster.

"Environmental concerns are significant social issues across cultures and Latinos are no exception. Therefore we must become more aware of how our daily choices affect the environment. “We are very proud to be part of Supervisor Molina’s effort, this particular environmental program empower’s our youth to take action and allow the whole family to get involved and make it a priority,” stated Raúl de Quesada, Senior Vice President and General Manager of Fox Sports en Español”.

For helping to promote the “Green Bags”, the campaign’s spirited incentive program offers participating students the opportunity to win prizes with the “Reduce, Recycle, Reuse” prize cards. Each time a family member uses the campaign canvass bag, the cashiers at El Super, Superior Grocers and El Tapatio Markets in Florence-Firestone, will place a sticker on the prize card. The incentive prizes will be awarded on Earth Day-April 22, 2009. Incentive requirements:

- The first 50 students to fill out their cards will receive special Disney goody bags.
- The classroom with the highest number of cards filled with stickers will win tickets to a Dodger game.
- The student with the second highest number of stickers will win a bicycle.
- The student with the most stickers will be invited to go to Dodger Stadium and meet the players on the Field.

Co-sponsoring the project with Molina is Fox Sports en Español. Other sponsors include AT&T, Disney, L.A.Dodgers, Southern California Edison and Southern California Gas Company. Partners include Heal the Bay, Lillian Street Elementary School, L.A. County Department of Public Works and San Gabriel Valley Conservation Corps, El Super, Superior Grocers and El Tapatio Markets.