

## County of Los Angeles Host a great green event in downtown Los Angeles

Los Angeles, CA (November 12, 2009) – A successful kickoff for the launching of the Clean LA website and Brag About Your Bag campaigns on Tuesday where residents, community leaders, government, Khleo Thomas and school kids came together and pledged to make Los Angeles County a greener more sustainable place to live and work. Both campaigns are moving the County forward as a leader in green efforts. More than 60 cities and environmental organizations joined the County to show their support.

“This is a true collaborative effort – we are bringing in local governments, non-profits, businesses, utility companies, media, celebrities and residents,” stated Chairman of the Board of Supervisors, Don Knabe.

The event also featured high profile attendees. NBA World Champion Luke Walton showed support by speaking, signing autographs and helping to create the biggest plastic bag ball. “We need to keep LA County and each community clean and green for future generations”, Walton stated. The Laker girls also signed and posed for pictures with participants.

Actor, singer and rapper, Khleo Thomas also attended, signing autographs and speaking about how kids can do their part to make LA green and set an example for others to follow for long term benefits for people and the planet. “We need to all pull together to CLEANLA, especially by promoting single use bags and using the Clean LA website as a resource for any questions on how to be green,” Thomas said.

The CleanLA.com website has a special toolbox for cities to replicate events, articles, foster synergy in each City and allow them to customize the campaign to their needs since each City is at a different stage of supporting green efforts. Public Works’ newly re-designed website featuring news and information about environmental programs, recycling events, Smart Gardening, water conservation as well as the Brag About Your Bag supermarket events schedule.

Every weekend until December 17, the Brag About Your Bag campaign will visit participating Albertsons, Ralphs, HOWS, Top Valu and Valu Plus supermarkets throughout the county. At each location, residents who bring in five plastic bags for recycling will receive a free reusable bag in exchange.

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