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CHICOBAG'S NEW 2008 TRICK OR TREAT BAGS HELP GREEN YOUR HALLOWEEN

Student-designed bag reinvents holiday tradition

CHICO, CA, October 08, 2008 **/24-7PressRelease/** -- Trick or treaters can now put the "eek" into their eco-friendly celebration by toting ChicoBag's limited edition 2008 Trick or Treat bag. These Halloween-themed bags feature the design of a happy skeleton dutifully watering a pumpkin patch during full moon. The self-contained pouch displays the message "Keep our Earth Boo-tiful" so trick or treaters can continue to spread the green theme while making their house to house rounds.

This year, ChicoBag realized there was no one better to create their annual trick or treat bag design than the user. They decided to hold a nationwide contest for the best green-spirited Halloween design and invited students nationwide to participate. The contest was co-sponsored by Green Halloween, a grassroots movement that is helping families and communities nationwide start new, healthier holiday traditions. After combing through many fantastic designs, the winning artist was Estefania Vargas, a 12 year old student who not only bears the pride of having her design enjoyed by thousands on Halloween, but received a host of eco-friendly prizes.

Each ChicoBag Trick or Treat bag is lightweight but highly durable, machine washable, holds up to 25 pounds of candy and goodies and can be used year after year. After the celebration is over, the bags can be stuffed back into their self-contained pouch for storage so they only take up the same size space as the average cell phone. At only \$5.00 each, the bags are also easy on the green in your wallet. They are available at select retailers and online at www.chicobag.com and www.greenfeet.com.

A portion of the proceeds from the sale of each bag will benefit TreeSwing, a charity that promotes healthy eating and lifestyle habits for children.

About Green Halloween (www.greenhalloween.org): Green Halloween is a non-profit, grassroots community movement to create healthier and more sustainable holiday traditions, starting with Halloween. Founded by Corey Colwell-Lipson, a licensed marital and family therapist and mother of two, Green Halloween began in the Seattle area in 2007 and, this year, is going nation-wide. Green Halloween just one of Treeswing's innovative programs to improve the lives of children for generations to come.

About Treeswing (www.treeswing.org): Seeking to address the alarming trend towards childhood obesity and its devastating physical, social and societal impacts, Treeswing's mission is to create balanced, healthy environments for children and foster a lifetime of healthy habits and healthy families. Treeswing's focus is on education, collaboration and creating positive social change. Treeswing works to foster healthy environments for children and families by partnering with other organizations and utilizing a research and results-based model for measuring impacts and effecting change.

About ChicoBag (www.chicobag.com): ChicoBag's reusable shopping bags provide one of the most convenient and affordable solutions for breaking the single-use bag habit. The company is widely respected for its dedication to environmental preservation and it has instituted a recycling program through which its bags can be returned after they have finished their service. ChicoBag has been featured in Real Simple, Entrepreneur, Fortune, Natural Home, InStyle, PARADE, Natural Health, Money and many other print outlets, in addition to a variety of broadcast and online media. Its bags are in the hands of a host of eco-minded celebs : The Black Eyed Peas, Ed Begley, Jr., Amy Smart, Hilary Swank, Liv Tyler, Keenan Ivory Wayans, Kevin Costner, Ty Pennington, Patrick Dempsey and many others.