

FOR IMMEDIATE RELEASE

Change Comes from Without!

**Fill your stomach and not the landfill.
Join the Campaign to reduce restaurant waste!**

(Calgary, AB) – January 5, 2010 – It takes approximately 20 seconds to put our food into take out containers. Convenient? No, it's actually inconvenient since the packaging can remain in our landfills forever, causing continued damage to us and our world. The American population tosses out enough paper bags and plastic cups, forks and spoons every year to circle the equator 300 times (www.cleanair.org). Chief Visionary of TakeOutWithOut, K.B. Lee, decided to launch this campaign to raise awareness in hopes of joining together to make changes to fill our stomachs, not our landfills.

From Idea to Action

After K.B Lee founded his business, Ever Bamboo, he became immersed in the industry that promotes eco-friendly and sustainable products and started becoming more aware of the dangers and excess of packaging that surrounded him – especially the use of Styrofoam!

“Styrofoam is everywhere we look, especially in takeout-land, but it’s even used for organic produce trays!”, Lee says. He knew action needed to be taken and was committed to creating an outlet to educate others and share information. Fortunate enough to already work with the team at Borden Communications, he was able to turn their passion to do good into volunteering their full scope of services to branding and driving this non-profit campaign. TakeOutWithOut (TOWO) was created.

TOWO Creed

ReFuse Unnecessary Stuff

When taking out, refuse the unnecessary packaging! Think about the spoons, forks, straws, and napkins that you get served (why do they give you enough for a family of 20 when eating alone?). Ask yourself before accepting all these items, "Do I really need all of this?", "Am I going to be eating this right away?" (If so, why take the bag or the napkins)... just enjoy your muffin - and be neat so the napkin isn't needed!

ReTake Your Own Reusables

Bring your own reusables (BYOR) and you won't need to use the can - garbage, that is. You can bring your own containers, straws, cutlery, mugs, bottles, and even your own bag - It's so easy to find and use!

ReConsiderYour Habits

It's easy to fall into a routine, so why not choose to create a new one? Reconsider and readjust your habits and adopt healthier eating strategies - it might be challenging at first - but it will save you time, money, your health, and our world. The bonus? You'll feel like an eco-hero and will inspire others around you to follow suit

Our actions add up!

As we join together our actions can be infectious and can make a huge difference! We can't aim for perfection, but we can aim for improvement by saying NO to unnecessary packaging and even toting our own reusables. Lisa Borden, eco-advocate and branding & marketing champion behind TOWO claims, "...you'll enjoy better food, save your money, improve your health and help our planet! Together we will be raising awareness to the outrageous amount of unnecessary waste we create everyday as well as reducing it." That's got to be worth trying for...TakeOutWithOut.

For more information, please visit www.takeoutwithout.com or contact Lisa Borden, Borden Communications at 416.484.6489 or lisa@bordencom.com