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FOR IMMEDIATE RELEASE
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Reminding People to Take Care of the Earth

Shoppers at Madeira Kroger will soon be leaving with a special way to carry their purchases - a paper bag hand decorated by Madeira Elementary School (MES) students.

In honor of Earth Day, paper bags were decorated by MES second graders with special Earth Day messages. 150 bags, with messages such as Love the Earth, Save Planet Earth, Make the Earth Smile, Recycle, and Make Every Day Earth Day will be given out to patrons prior to the week of April 22.

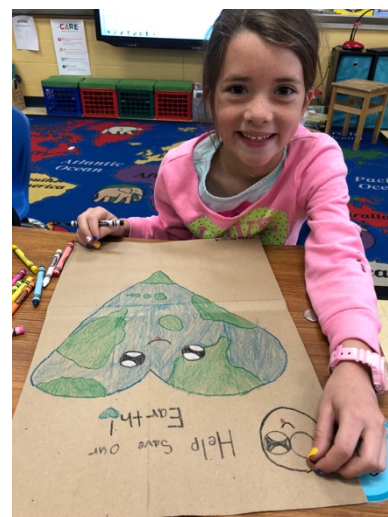
Many students were already tuned in to reducing food waste and doing what they can to help save the earth's resources from their families. "My mom and grandpa and our family are big on saving the earth," stated second grader Q Brock. "We use metal straws." Most take reusable bags to the store, and Sophie Schneider said, "My family doesn't use plastic bags."

The project sprang from Kroger's plan to end hunger and eliminate waste in their communities by 2025 as part of their Zero Hunger Zero Waste initiative. John Addino, Production Manager with Kroger Corporate office, helped coordinate the activity and picked up the bags from each second-grade classroom.

Andrew Addino is a second grader in Fran Wilson's class at MES who summed up the reason the decorated 150 bags, "Some people don't take care of the earth," he said, "but we want them to."



(above) Students and their Earth Day bags with Kroger's John Addino.



(left) Second grader Gia Carroll working on her Earth Day Kroger bag