



WESTERN
ASSOCIATED STUDENTS
BOOKSTORE

501 High Street Bellingham, WA 98225-9104 phone: 360 650 3655 facsimile: 360 650 2888
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May 1, 2011

Seth Vidana
Office of Sustainability
Western Washington University
516 High St.
Bellingham, WA 98229

Dear Mr. Vidana,

During the past 2 years, Western AS Bookstore staff have been in the process of defining new ways to support Western Washington University's goal for campus sustainability. As part of this effort to reduce waste on our campus and in collaboration with Western's Office of Sustainability, the bookstore began researching the idea of dispensing reusable bags. The idea was that students would keep the reusable bag in their backpacks and use them the next time they shopped at the store.

In the summer of 2010, the Western AS Bookstore's General Manager, Peg Godwin, ordered and purchased 10,000 reusable bags to be given away at no charge during Fall quarter RUSH. The bags are made of recycled material and imprinted with the bookstore logo. They were dispensed at all cash registers and all textbooks and supplies ordered online were bundled into a reusable bag. It is estimated that the bookstore prevented over 600 lbs. of plastic waste from entering our campus community.

We have had very positive responses from our customers and the campus community. Our cashiers related that initially customers were surprised that we were giving away a nice reusable bag at no charge. As the quarter progressed, not only did staff see the bags all over campus, illustrating that customers were in fact keeping and reusing their bags, but customers continued to ask for a reusable bag if they needed a bag. The reusable bag project not only reduced the number of plastic bags on campus by 10,000, but our cashiers and customers are being educated about the importance of conserving and reusing.

Sincerely,

Leigh Ann Giles
Assistant Manager
Western AS Bookstore
Western Washington University
501 High St.
Bellingham, WA 98225
360 - 650 - 3958