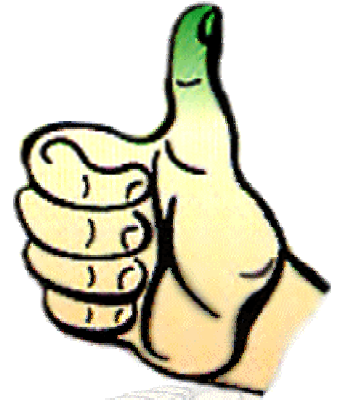


Green Thumbs-Up to the Bookstore for Reusable Shopping Bags

Our second Green Thumbs-up is given to Bookstore manager Rick Watson, who announced that the first 2,000 student shoppers purchasing textbooks in the Bookstore during Book Rush this fall will get their purchase packaged in a reusable Ithaca-blue-and-white fabric shopping bag. This reusable shopping bag is a great idea, one that helps avoid the problem of use and disposal of petroleum-based plastic bags.



An even better innovation is the imprint on the side of these bags that promises that every time you reuse your shopping bag at the IC Bookstore, you will receive 10% off your purchase of \$10 or more. While the 10% discount does not apply to purchases of textbooks or sale merchandise (and some other exclusions may apply), reuse your shopping bag to save while you load up on Roaring Springs Paper Products™ “Sustainability” series of recycled-content course notebooks. Other than recycled-paper notebooks, the Bookstore also offers a large number of other recycled content products: looseleaf filler paper, notepads, folders, portfolios, and envelopes.

There’s no limit on how many times you can reuse your shopping bag and get this purchase discount. And check out all the “green” products you can purchase at the Bookstore with your discount:

- * Stock up on *Cotton Exchange*® College imprint clothing, which is American-made in certified sweat-shop-free manufacturing plants.
- * Stay in contact with family and friends with greeting cards from the new *Recycled Greetings*™ line of cards made from recycled paper.
- * Pick up some of the *Burt’s Bees*® line of natural skin care products.
- * Check out the many thought-provoking titles that IC faculty suggested the Bookstore offer in the “Sustainability” section in the trade books area.

