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L.A. County Starts 'Brag About Your Bag' Campaign

LOS ANGELES County residents shopping for a Thanksgiving turkey can trade in five plastic bags for a reusable bag at participating stores and might win lunch with a Los Angeles Laker or a free trip to Miami, county officials said today.

The county's "Brag About Your Bag" campaign is designed to encourage people to quit using plastic bags, or at least recycle them.

Every year, Los Angeles County residents use nearly six billion plastic bags, or 600 bags per person, according to county data. Discarded bags create 45,000 tons of trash annually and make up as much as 25 percent of the county's litter.

Plastic bags can be exchanged for a reusable bag from 10 a.m. to 2 p.m. at several markets countywide tomorrow and next week. A full list of store schedules is available at www.bragaboutyourbag.com.

Participants younger than 18 can enter a drawing to win lunch with Laker Luke Walton. Those 18 or older can enter to win a trip for two to see a taping of the popular "Sabado Gigante" television show in Miami.

Department of Public Works staffers plan to use the bags collected to build the world's biggest plastic bag ball.

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