



# ST. IVES TOWN COUNCIL

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## PRESS RELEASE

As part of a commitment to reducing the number of plastic bags used in the town, St Ives Town Council are pleased to support a new initiative – the St Ives Jute Bag. These eye-catching blue bags with a distinctive logo (contributed by local designer Steve Martin) are a handy and stylish way to carry your shopping. The bags are environmentally friendly and printed in Cornwall by the Cornish Jute Bag Company who specialise in quality jute bags.

The idea for the St Ives Jute Bag came from the Town Council who also saw this as an opportunity to promote businesses and tourism in St Ives. Once these cheery bags are being brought home by tourists to locations across the country and further abroad, they will be spreading the message that St Ives is well worth a visit. Of course, it follows that the more locals that buy the bags, the more support will be being shown for shops in the town.

Businesses participating in the scheme so far include the Fishermen's Co-op, Kudos, Blas Burgerworks, The Bean Inn, Aspects Holidays, I Should Coco, Colenso DIY, The Glass Tree, Good Health, St Ives Farmers Market and St Ives Tourist Information.

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