



MEDIA RELEASE

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**RECYCLED EXHIBITION BUILDING BANNERS MAKE DEBUT
AS “ONE-OF-A-KIND” STYLISH MARKET BAGS**
Walking the talk at the San Diego Natural History Museum

San Diego: April 13—The San Diego Natural History Museum is proud to announce a new line of stylish market bags, made from recycled exhibition building banners after their on-site promotional use.

“As a museum whose mission includes inspiring respect for nature and the environment, reusing materials like this, rather than adding them to the landfill, is important to us,” said CEO Dr. Michael Hager. “By purchasing this item, the consumer is helping to protect the environment.”

The first-in-a-series of limited-edition bags was made with banners for the Museum’s own giant-screen film, *Ocean Oasis*, a film which was instrumental in preserving the islands of the Gulf of California as a World Heritage site. Currently available also are bags made from the banners promoting art of world-renown nature artist, Robert Bateman. By summer bags from the Museum’s permanent exhibition *Fossil Mysteries* will be available. These limited-edition tote bags are available at the Museum Store and online www.sdnhm.org/store at \$20 each.

Each of these waterproof vinyl bags is completely unique; no two are exactly alike. And they are exclusive to the San Diego Natural History Museum; no other museum in San Diego is producing banner bags.

These sturdy bags are excellent for groceries, the gym, the beach, the bookstore and the swap meet. The vinyl banner material has hung outdoors at the Museum, weathering local conditions and has proven to be a very durable fabric; waterproof, washable and strong.

The Museum is located in Balboa Park at the intersection of Village Place and Park Blvd. The Museum Store is open daily form 10 AM to 5 PM. Parking is close and free. 619.225.0239. Shoppers wishing to only shop in the Store are not required to pay admission. The Museum’s website is www.sdnhm.org.

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