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LiteGear® Introduces Global Initiative: A Day Without Plastic
Travel Experience Reimagined™

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Palm Springs, CA (March 3, 2020) – Founder and Creative Director of LiteGear Travel Magi Raible invites the global community to participate in “A Day Without Plastic” on April 21. “Imagine a day when all of us, all around the world, consciously choose alternatives to plastic in our everyday lives,” says Raible. She chose April 21 as an homage to Earth Day on April 22, a way to expand awareness and focus on the protection of our planet.

Founded in 2013, LiteGear was the first brand to use fabric made from 100% recycled plastic in travel gear. It is a collection of high quality, innovative, lightweight travel gear and accessories that inspires people to travel and provides solutions to the challenges they face when they do.

Every year, 150 million tons of plastic is manufactured for single-use purposes and discarded. Raible hopes that this initiative will remind existing customers – and show the general public – that reusable materials are easy to access and just as convenient as disposables.

Raible shares, “The goal is to open our collective minds to change our relationship with plastic. If you’re packing food to go, choose something like a reusable container or foil or wax paper, remember to use your reusable shopping bags, and if you’re grabbing a beverage on the go, choose one in a recyclable aluminum or glass.”

“Post a video or photo and tag @LiteGearBags with the hashtag #adaywithoutplastic on Instagram with your ideas on how to kick plastic for a day. Top 5 ideas will win a LiteGear Dash Pack made with 100% recycled plastic fabric. Winners will be announced April 20 at 6 p.m.,” says Jeena High, LiteGear’s director of social media.

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Learn more about LiteGear, based in Palm Springs, CA, at LiteGearBags.com.

For sales inquiries, please contact Pauline Jacobsen, pauline@litegearbags.com.