



Urban Times

ARCHIVES

FROM: SEPTEMBER 2007



VISITORS TO MASS AVE'S Fall Gallery Walk will find something new besides art – in the form of tote bags which are not only environmentally friendly but artistic as well.

The Mass Ave totes will be available from numerous Mass Ave merchants, at \$10 each. The totes are being produced by the Mass Ave Merchants Association, which will use the proceeds for yet another “green” project – the installation of 10 recycling containers along the Avenue.

The totes – called “bottle bags” – are made from 100% recycled soda, water and food containers. The straps are 24-inch black cotton web.

The tote-bag project is one way members of Mass Ave Merchants Association are using to help cut down on the use of paper and plastic bags. Several merchants are offering incentives to use the bags, from special discounts to monthly drawings.

Kristin Kohn, owner of At Home in the City/Silver in the City, spearheaded both the tote-bag effort and the push for

Mass Ave merchants go green with tote bag

MASS AVE TOTES / page 2

recycling receptacles. Those containers are expected to be installed by the holiday season. Both projects are being assisted by Keep Indianapolis Beautiful, which has awarded grants to support both projects to the Mass Ave Merchants Association. The City of Indianapolis and Schmidt Associates are also partners in the recycling receptacle program.

The totes feature artwork developed by Dean Johnson Design. The three-color printing includes the Mass Ave website (www.DiscoverMassAve.com), where shoppers can find information on where to purchase totes and discount/ incentive programs. ■



▲ The tote bag artwork was contributed by Dean Johnson Design, Inc.

'GREEN' EFFORTS ON THE AVENUE

Following is a sampling of "green" efforts now going on among the Mass Ave business community. The Mass Ave Merchants Association is taking the efforts a step further with the creation of environmentally friendly Mass Ave tote bags, sales of which will help bring recyclable containers to the Avenue as well.

□ Silver in the City / At Home in the City sells reclaimed movie billboard totes and handbags, clutches made from reclaimed candy wrappers, blankets made of recycled sweaters, and garden sculptures made of recycled metal junkyard parts from nearby Louisville. The business also uses 100-percent green power from IPL and has switched to energy-saving bulbs in the bright starlights which illuminate the storefront. The company recycles junk mail and cardboard.

□ Franklin Barry Gallery / The Frame Shop keeps half of its spotlights off during the day, and uses florescent bulbs in 50 percent of the gallery. The business also recycles paper/junk mail, plastics, aluminum and cardboard. Shipping

NOTE: This information was current at press time.

Please visit the Mass Ave website at www.DiscoverMassAve.com for updates on sales points and incentive programs.

WHERE TO BUY

Mass Ave totes will be on sale on or after Sept. 7 at:

- Silver in the City / At Home in the City, 434 Mass Ave.
- The Frame Shop/Franklin Barry Gallery, 617 Mass Ave.
- Mass Ave Toys, 409 Mass Ave.
- Comedy Sportz, 721 Mass Ave.
- Indy Metro Church, 425 Mass Ave.
- Mass Ave Wine Shop, 878 Mass Ave.

The totes will also be available for purchase at the IDADA First Friday After Party from 9 to 11 p.m. Friday, Sept. 7, at 757 Mass Ave, and at the Riley Area Development Corp. booth at Taste of Mass Ave, to be staged in the 800 block of Mass Ave on Saturday, Sept. 8.

INCENTIVES

Several Mass Ave merchants are offering customer incentives to buy and use the totes. Merchants who had reported such programs by this issue's deadline are:

- Silver in the City / At Home in the City – 5 percent discount when using a Mass Ave Tote.
- The Franklin Barry Gallery / The Frame Shop – Customers may enter drawings for prizes when shopping with tote.
- Mass Ave Toys – 5 percent discount when shopping with tote.
- Comedy Sportz – \$3 off an adult ticket with tote.
- TeaPots and Treasures – 10 percent discount on total purchase when shopping with tote.

products and notecards are made from recycled materials; shipping containers are reused, as well as offered to clients to use.

□ Mass Ave Toys recycles plastic, aluminum and glass and is installing a new awning to keep energy costs down.

□ Best Chocolates in Town produces all of its chocolate on-site and also sells locally owned and operated Trader's Point Creamery Ice Cream. Low-energy lights are used in the production area; junk mail and paper are recycled.

□ Mass Ave Wine Shop sells "fair trade" organic and bio-dynamic wines. Also recycles junk mail, paper and glass, and replaced 12 bulbs with low-energy bulbs.

□ Teapots and Treasures has Green Signature Teas and recycles black ink cartridges and uses locally sourced teas, herbs and flowers. ■