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## **West Windsor Township awarded \$10,000 sustainability grant**

**West Windsor, NJ – West Windsor Township**, a Sustainable Jersey, Silver Certified community, with a long and resilient history of environmental innovation, has been awarded one of only six \$10,000 Sustainable Jersey grants funded by the PSEG Foundation, this year.

The grant will fund the Township Environmental Commission and project team to formulate and **implement a “BYOBag W.W.” campaign**, working with the Mayor, Council, community officials, and local businesses, **to educate the broad community about the environmental impact of single-use plastic bags, and to promote the voluntary use of alternatives that are more desirable.** To reach and engage the widest possible audience, including persons who may be unacquainted with the environmental effects of using throw-away plastic bags, the team will conduct an array of events. This may include contests; photo-op (e.g. with the popular WW Police Dept.’ K9 Mackey); social media posts and/or event videos; reusable bag giveaways; student activities; and surveys.

In the wake of the COVID-19 pandemic, a means of assuring that re-usable bags are safe will be a crucial part of the campaign. The project will start with a thorough investigation of products and methods that are appropriate in today’s social and retail environment, to ensure a safe and friendly alternative to single-use plastic bags. Campaign outreach is expected to begin in the fall.

An independent Blue-Ribbon Selection Committee evaluated grant proposals. Five \$20,000 grants, six \$10,000 grants and twenty \$2,000 grants were distributed to municipalities in fourteen New Jersey counties. The Sustainable Jersey grants are intended to help municipalities make progress toward a sustainable future in general, and specifically toward Sustainable Jersey certification. Sustainable Jersey is a non-profit organization that provides tools, training and financial incentives to support communities as they pursue sustainability programs. Currently, 455 of New Jersey’s 565 municipalities are participating in the municipal certification program and 351 school districts and 952 schools are participating in the Sustainable Jersey for Schools certification program.

The PSEG Foundation has contributed \$2.2 million dollars in funding the Sustainable Jersey grants program for municipalities and schools. “The PSEG Foundation is committed to helping build sustainable and thriving communities by empowering and investing in the people, environment and infrastructure of the communities we serve, embodying our mission to help build better places to live and work,” Rick Thigpen, senior vice president of Corporate Citizenship at PSEG and chairman of the PSEG Foundation. “Supporting Sustainable Jersey and local municipalities as they build sustainability programs puts resources where they’re needed to positively impact the environment and local communities, having a lasting impact on neighborhoods throughout New Jersey.”

Website: [www.SustainableJersey.com](http://www.SustainableJersey.com); [www.SustainableJerseySchools.com](http://www.SustainableJerseySchools.com)  
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