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## Feed 100 bags fund meals for Rwandan kids

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The alternatives to plastic shopping bags are endless. As more people jump into the market, the quality, functionality and originality of the personal shopping bag just gets better. The latest high-profile bag is worth a look. It comes from a collaboration between President Bush's niece Lauren Bush; Ellen Gustafson, formerly of the U.N. World Food Program; and Whole Foods. The Feed 100 reusable shopping bag is strong, versatile and attractive, and buying one helps children in Rwanda get a hot meal every day at school. "For each bag that is sold, \$10 goes to the Feed Projects, and that provides 100 children with school meals," said Whole Foods spokesman Seth Morrison. The U.N. World Food Program shifts its emphasis periodically and is now focusing on Rwanda, where getting children to attend school often depends on whether they can get enough to eat, Morrison said. Bush, who was working as a Food Program spokeswoman and Gustafson designed the Feed One bag that sold for \$60 in New York boutiques. This year, Whole Foods joined the women, who were interested in producing a less expensive bag. At \$29.99, the Feed 100 bag is sold at the Whole Foods checkout line along with other bags that run from 99 cents to \$2.99. Made in an organic cotton twill weave and recycled burlap, it is folded into a 7 1/2-by-5 1/2-inch zippered pouch. It unfolds to a roomy bag with three interior pockets, a padded bottom and reinforced corners, perfect for positioning heavy, boxy items beneath lighter ones. It's also very fashionable. After all, Bush sported a bag on her shoulder at the premiere of "Sex and the City" in New York, Morrison said, and fashion-forward men have been seen carrying them on Valencia Street.

Find one at the nearest Whole Foods market.