

The Art is in the Bag Retailer adds Splash to Enviro Beach-Bag

VANCOUVER, BC – August 28, 2008 ~ Updated September 2, 2008 ~ *Artwork on an enviro beach-bag* is Swimco's splashy twist to their popular reusable shopping bag. Aaron Chang, renowned photographic surf artist, is featured on Swimco's current enviro beach-bag that is now available at the retail stores.

A donation of \$0.50 from each \$2 bag sale will be contributed by Swimco to the Surfrider Foundation Canada, a non-profit environmental organization dedicated to the protection and enjoyment of oceans and beaches through conservation, activism, research and education. Canadian chapters of the organization are located on the west coast of British Columbia in Tofino, Vancouver and Victoria.

Aaron Chang commented, "As a long-time supporter of the Surfrider Foundation, I feel it imperative to be socially active, particularly when advocating for a cleaner environment. Collectively, projects like Swimco's bag program make a huge difference to the earth. I urge everyone to join Swimco's effort, make a difference and take a stand for a cleaner planet."

Chang's mission statement is, "I find my inspiration in the overwhelming perfection of the design. It is my hope that, when presented with the beauty and majesty of the world, viewers might ponder the gift of life given to us so freely....My intention is to create photographs that cause the viewer to appreciate what surrounds them and to celebrate the joy of being alive." Visit <http://www.swimco.com/press/press-082508.html> to view the photographic design.

Lori Bacon, Swimco's President and Owner, is delighted with this partnership. "I feel that good decisions can make a positive impact on our community including our customers, our staff and the local environment." Previous Swimco enviro beach-bags also featured artwork by local B.C. artist Angela Morgan. Over \$12,500 was donated to Special Olympics in B.C. and Alberta as part of this previous bag program. To support the Surfrider Foundation enviro beach-bag program, visit a Swimco store near you.

Additional information: Swimco for Swimwear is proud to be Western Canada's leading swimwear retailer with 13 stores and nearly 150 employees. Women who subscribe to the "*work less, travel more*" philosophy that Swimco is passionate about, continue to value the well-designed swimsuits that Swimco offers all year long. Lori Bacon, her husband Dave Bacon, and her brother Steve Forseth are at the helm, steering the company with the same positive family values that started it all 34 years ago. www.swimco.com
Surfrider Foundation www.surfrider.org
Aaron Chang www.aaronchang.com

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If you would like more information about this topic, or to schedule an interview, please contact Lisa Wise at 403-259-6113 ext. 237 or email: lwise@swimco.com.
www.swimco.com

