

**Press Contact:**

Jesson Burnam

Resound Marketing

609-279-0050 x 104

[jesson@resoundmarketing.com](mailto:jesson@resoundmarketing.com)

**FOR IMMEDIATE RELEASE:**

**2009 MTV MOVIE VIPS GO GREEN WITH ENVI REUSABLE BAGS**

*Stylish Eco-Friendly Bags Slated to Make a Splash With A-List Celebrities  
At Upcoming MTV Movie Awards Gifting Suite*

**NEW YORK – May 27, 2009** – Envi Reusable Bags today announced that its custom, high-end reusable totes were chosen as the gift bag of choice for the 2009 MTV Movie Awards Red Carpet Style Lounge, hosted by Secret Room Events, May 30-31 at the SLS Hotel in Beverly Hills, CA. The exclusive Celebrity Gifting Suite will provide over 300 Envi bags filled with celebrity swag to many of the nominees, winners, and other VIP guests attending the awards show.

Each year, the MTV Movie Awards brings together actors, musicians, comedians, and fashion icons from all over the world to celebrate the best in film and pop culture. Envi's bags were selected for their appeal to the environmental sensibilities of this celebrity elite, offering an eco-friendly tote that's both stylish and durable. The bags will serve as the centerpiece of the gifting suite's collection of giveaways, holding a host of luxurious products.

"We're so proud to be a part of this event, because it reinforces our belief that 'going green' doesn't have to mean sacrificing style," said Sylvia Feldzamen, founder of Envi Reusable Bags. "We commend Secret Room Events for its efforts to encourage sustainable living and practices among such an influential group of people."

**About Envi Reusable Bags**

With nearly 15 years of experience as one of the largest reusable bag suppliers in North America, Envi – a division of Syfel, Inc. - is a leader in creating highly customized reusable bags that deliver a unique balance of style, purpose, and price. Envi supports more than 50 brands from all over the world – working closely with every customer to implement a reusable bag program that's not just affordable, but effective in increasing customer adoption, building brand awareness, and encouraging social responsibility. For more information, visit [www.envireusablebags.com](http://www.envireusablebags.com).