

October 15, 2015

Seahawks Partner with Local Company to Upcycle Banners and Raise Money for Charity

All proceeds from tote bag sales will benefit Washington State Coalition Against Domestic Violence

RENTON, Wash. – The Seattle Seahawks and Alchemy Goods announced today one-of-a-kind Seahawks themed tote bags are now on sale at the team’s flagship retail store at CenturyLink Field. The eco-friendly bags were made from recycled stadium and event banners. All proceeds from the tote bag sales will be designated to the Washington State Coalition Against Domestic Violence (WSCADV).

“We are excited to partner with Alchemy Goods, a local company, dedicated to recycling and providing a new function for these banners,” said Seahawks VP Community Outreach Mike Flood. “All proceeds will benefit WSCADV, who will utilize the funds to support their on-going work to prevent domestic violence, educate and engage communities across Washington State.”

The upcycled bags come in two sizes, a small lunch tote for \$15 and a full-size grocery bag for \$22. The bags are durable, strong and water resistant. Some of the bags were created from the two 50 by 25 foot banners that hung from the west side of the CenturyLink Field Event Center garage the past few years. The banners feature Seahawks S Earl Thomas and RB Marshawn Lynch.

“We are very grateful for this support from the Seattle Seahawks,” said Nan Stoops, Executive Director of the Washington State Coalition Against Domestic Violence. “Domestic violence is 100% preventable and we are thrilled the 12s have an opportunity to join in and support our work to stop this violence before it starts.”

The upcycled tote bags will only be available at the team’s flagship store, The Pro Shop, located on the west side of CenturyLink Field in limited quantities.

“Alchemy Goods bags are, quite literally, recycled,” said founder Eli Reich. “We hope Seahawks fans will appreciate our efforts in transforming this reclaimed billboard. The 12’s can now own a piece of Seahawks history, help create a brighter future and limit the consumption of Earth’s natural resources.”

Visit Seahawks.com/community for more information.

About Alchemy Goods

Alchemy Goods transforms recycled bicycle inner tubes into stylish, sleek, and sustainably-produced bags and accessories for the urban lifestyle. Alchemy continues upcycling inner tubes (and billboards, banners, seat belts, and more) today, producing an array of messenger bags, backpacks, totes, wallets, belts, and travel items out of their Seattle shop. Backed by a lifetime guarantee, Alchemy products are built both tough and eco-friendly, combining cyclist culture and urban aesthetics, and rescuing materials from landfills across America. Visit <http://www.alchemygoods.com/>

About the Washington State Coalition Against Domestic Violence (WSCADV)

Founded in 1990 by survivors of domestic violence and their allies, the Washington State Coalition Against Domestic Violence is a non-profit network of over 70 domestic violence advocacy programs across the state of Washington. They improve how communities respond to domestic violence and work to create a social intolerance for abuse. Their work includes research, training and technical assistance, producing educational tools, promoting domestic violence awareness, and public policy advocacy. To learn more, please visit wscadv.org.

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