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The Bountiful Bag Celebrates Four Years of Upcycling with a Sustainable Fundraiser

Local upcyclers **The Bountiful Bag** will celebrate their fourth anniversary on Saturday April 9th, 2022, by hosting a Sustainable Vendor Fair and Fundraiser organized in conjunction with San Diego nonprofit **Sustainability Is Sexy (SIS)** at **Misadventure & Co. Distillery** in Vista, California.



Romi Rossel (left) and Fiorella Borkert (right), Founders of The Bountiful Bag wearing upcycled bags from their latest collection.

“We feel extremely fortunate to be able to celebrate another year of giving wasted materials a second life” says Romi Rossel, Co-Founder and Marketing Director at The Bountiful Bag - “Running an Upcycling business (especially through a pandemic) hasn’t been an easy feat, but we are still here because people truly believe in our cause.”

The event will include vendors that upcycle or reuse materials and ingredients to create high quality

products, and companies that operate their businesses sustainably. It will showcase educational booths and activities, and will highlight organizations that are changing the recycling and sustainability game in San Diego County. There will also be a raffle benefiting **Sustainability Is Sexy** - a local non profit that is providing a platform and inspiration for brands, organizations and individuals working for a better planet.

Fiorella Rossel Borkert, Co-Founder and Creative Upcycler at The Bountiful Bag, also assures us that the event will follow a new zero-waste model created by Sustainability is

*Sexy: “We are working closely with **SIS, Misadventure & Co.** and **The Compost Group** to ensure all event trash is composted and/or properly sorted. Glassware will be reusable or edible and food containers/utensils will be reusable or compostable. We are beyond flattered for the support we have received these last four years and can’t think of a better way to celebrate than by supporting a nonprofit we love!”*

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About The Bountiful Bag

The Bountiful Bag is a San Diego based, sister-owned company that diverts plastic waste from landfills, raises awareness about the world’s environmental crisis and gives back to the community. The company started in 2018 by upcycling grain bags from local breweries into fashionable and functional bags and accessories, but they now also work with other materials such as banners from festivals and fabric swatches from furniture stores. The sisters’ enthusiasm and dedication to their cause have attracted collaborators such as Vans Warped Tour, Brewbies Fest, Keep A Breast Foundation, Bumbleride, PETA, Room & Board, and many breweries around the country, giving them the opportunity to create designs that are one-of-a-kind and of limited edition. A percentage of proceeds of each collection is donated to nonprofits chosen by their collaborators.

Fiorella and Romi have also been involved in the formation of two new sustainable organizations and initiatives that are aiming to make big environmental impact in our city: **Sustainability Is Sexy** and **San Diego Brewcycling Collaborative**.

If you would like more information on this topic please contact Romi Rossel at hello@thebountifulbag.com, 760-681-7005. Instagram & Facebook: [@thebountifulbag](https://www.instagram.com/thebountifulbag)