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Socially Responsible Start Up, Bennu, Partners with Green Schools to Kick-Off School Year in Green Fashion

New York, NY, September 13, 2010 – America is rapidly becoming a Green Nation and a new generation of MBAs is leading the way. Three recent business school graduates from diverse backgrounds have launched Bennu, a green product development and marketing company focused on recycling.

As schools across the country open for their first day, hundreds of students are wearing Greenpacks made from 100% recycled material. The customized backpacks composed of fabric made from recycled plastic bottles are Bennu's first product. Each Greenpack keeps 20 16-oz plastic bottles out of landfills and uses up to 70% less energy to make than material for conventional backpacks. Alarming, more than 30 billion plastic bottles are dumped into U.S. landfills every year.

Bennu has already partnered with schools in 4 states, such as Great Seneca Creek Elementary School in Germantown, MD. Great Seneca Creek is a national leader in the green schools movement and it was the 1st LEED certified school in MD.

“We wanted to launch Bennu with educational partners who share our mission of incorporating sustainability into daily life,” said Bennu Co-Founder, Ashok Kamal.

Greg Edmundson, Principal of Great Seneca Creek, added, “I was impressed with Bennu from the start. The people I dealt with were dependable, respectful, and willing to individualize their product to meet the needs of our school community.”

In recognition of the thousands of young people who could not afford backpacks to start school, Bennu is launching “Greenpacks for Great Kids,” which is an online campaign to give backpacks to low-income students. The campaign is one component of Bennu's socially responsible business practices, which also include donating 1% of sales to environmental causes and manufacturing products through a greener supply chain.

About Bennu: Bennu is a socially responsible product development and marketing company that completes the recycling loop. By developing quality brands using sustainable business practices, Bennu is greening the standard for a new lifestyle. Please visit us at www.bennuworld.com to learn more.

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