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Socially Responsible Start Up, Bennu, Launches Online Community Design Contest for Students to Promote a Greener World

New York, NY, February 15, 2011 – Combining the online design contest popularized by websites such as Threadless and the green sensibilities of today’s youth, Bennu is giving students a chance to express their artistic side and promote a greener world.

The **Green My Bag** online community design contest asks students to create a design that promotes going green and get their friends to vote for it on Bennu’s Facebook page. The most popular design will be featured on a limited edition Bennu Greenpack, which is a backpack made from recycled plastic bottles. Every Greenpack keeps 20 16-oz plastic bottles out of landfills and uses up to 70% less energy to make than material for conventional backpacks.

Everyone who submits a qualified design will have their artwork showcased online with the chance to be voted as the winner. The winning designer will receive a Wacom tablet drawing tool. In addition, 20% of Greenpack sales from the winning design will be donated to a nonprofit organization chosen by the winning designer. Participants must be under 18 years of age.

“Working with dozens of schools over the past year, we’ve learned that young people are passionate about greening *and* they have creative ideas to spread the message,” said Bennu Co-Founder & CEO, Ashok Kamal. “The Green My Bag contest gives students an opportunity to go green, be seen, win a prize and support their favorite nonprofit!”

Green My Bag is the latest socially responsible online initiative launched by Bennu. In October 2010, Bennu organized the “Greenpacks for Great Kids” online backpack drive to provide free eco-friendly bags to low-income students in New York City. The drive supported the “I WILL GRADUATE” dropout prevention campaign, which is endorsed by NYC Mayor Michael Bloomberg and a host of A-list celebrities, including MTV’s Sway Calloway, WNBA all-star Cappie Pondexter and recording artist/actor Bow Wow.

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 about Bennu. For more information about Green My Bag, including terms and conditions, please visit <http://on.fb.me/f20DiO>.

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