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Socially Responsible Start Up, Bennu, Partners with the Entertainers 4 Education Alliance to Provide \$5,000 Worth of Eco-Friendly Backpacks to Students in Need

New York, NY, November 1, 2010 – Thousands of school children in New York City went back to school this September without the tools they needed for learning. Research shows that students who lack basic supplies are more at-risk for disconnecting from school and dropping out. **Bennu**, a new green product development and marketing company focused on recycling, is helping to tackle this problem by organizing the inaugural “**Greenpacks for Great Kids**” online backpack drive. Bennu is kicking off the drive by donating \$5,000 worth of eco-friendly backpacks to young people from low-income communities in NYC.

Bennu will distribute the bags through a nonprofit partner, **Entertainers 4 Education Alliance (E4EA)**, which is a charity dedicated to empowering youth by promoting education and positive decision making. New York City Mayor, **Michael R. Bloomberg**, and New York State Governor, **David A. Paterson**, both proclaimed October 26th **I WILL GRADUATE DAY** in recognition of E4EA’s dropout prevention program and call to action. The campaign is supported by a wide range of celebrities, including superstar actor & recording artist **Bow Wow**, MTV media personality **Sway** and WNBA all-star **Cappie Pondexter**. To celebrate the campaign’s mission, every “Greenpacks for Great Kids” backpack will be emblazoned with the “I WILL GRADUATE” logo.

Individuals can support “Greenpacks for Great Kids” by going to www.bennuworld.com/gps-for-gks and sponsoring a backpack for just \$20, which is 50% off the regular sales price. All backpacks will be donated on behalf of sponsors in February 2011 so students begin the spring school term with the supplies they lacked during the back-to-school season. The “Greenpacks for Great Kids” drive ends on **Friday, November 12th**. Bennu will post updates on its Facebook page and share stories from the field once the young people start using their Greenpacks.

“Bennu is committed to advancing educational achievement and ensuring that the intensifying green culture does not bypass urban communities,” said **Bennu Co-Founder & CEO, Ashok Kamal**. “E4EA is on the ground working with thousands of young people who are most in need. Following this year’s launch in NYC, which is home to the world’s largest public school system and ground zero for America’s dropout epidemic, we intend to expand our backpack drives across the country.”

Tonya Lewis, Executive Director of E4EA, added, “In America, 7,000 U.S. students drop out of school *every single day*. We need a multifaceted approach to keeping our young people engaged and providing them with the right educational tools and an empowering message is a great start!”



Bennu was officially launched in September 2010 by three recent business school graduates who come from diverse personal and professional backgrounds. The company began by selling customized Greenpacks to schools in 4 states. Bennu's Greenpacks are composed of fabric made completely from recycled plastic bottles; each bag keeps 20 sixteen-ounce plastic bottles out of landfills and uses up to 70% less energy to make than material for conventional backpacks. Alarming, more than 36 billion plastic bottles are dumped into U.S. landfills every year.

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 or www.facebook.com/bennuworld to learn more.

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