

Green Dot's Bioplastic helps 100,000 Comcast Employees Represent Global Citizen at Comcast Cares Day

Green Dot supplies Comcast with over 100,000 Global Citizen street identifier bracelets made with the Green Dot's Terratek® BD bioplastic.



On April 30th, thousands of Comcast employees and their families volunteered to clean up their local communities in celebration of Comcast Cares Day. Green Dot provided more than 100,000 street identifiers so that the Comcast family could proudly represent their commitment to the movement.

When Global Citizen asked Green Dot to design a promotional product for the 2015 Global Citizen Festival in New York City, the team knew that it would have to be something special, something eye-catching, that also represents the values promoted by the organization. So, we created a street identifier inspired by Chinese Feng Shui 'good luck' coin bracelets.

The Global Citizen red 'O' charm is made from a new bioplastic formulated by Green Dot from materials certified to meet U.S. and European standards for compostability. The charm is

attached by a black waxed cotton cord. The bracelets were made and assembled in the U.S., contributing to local economies. Best of all, when the useful life of the street identifier has ended, the bracelet can be disposed of in a composting environment where it will gently biodegrade.

Green Dot CEO, Mark Remmert, explained, “we wanted to create a piece to demonstrate that sustainability can be stylish. This simple, distinctive design will garner attention from across the street or around the world, but if disposed of properly, it won’t linger in landfills for thousands of years.”

The partnership between Green Dot, Comcast and Global Citizen exemplifies the values shared by each company: working in local communities, supporting global social responsibility and promoting material innovations that can lighten our environmental impact on the planet.

About Green Dot: Green Dot serves the plastics industry and style conscious consumers with a full line of innovative bioplastic materials that can decrease our use of non-renewable resources, reduce the carbon footprint of products we use every day and, in many cases, return these products to nature at the end of their useful life. For more information, please visit www.GreenDotPure.com.

About Global Citizen: Global Citizen is a content and campaigning platform where people can learn about and take action on the world’s biggest issues. Global Citizen works in partnership with and supports some of the most effective organizations working to end extreme poverty. Committed to providing the most interesting stories, effective actions and powerful campaigns, Global Citizen aims to unlock the power of every individual to play his or her part in the movement to end extreme poverty in the next 15 years. For more information, visit GlobalCitizen.org and follow @GblCtzn on Twitter, Facebook and Instagram using #GlobalCitizen.



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