

## FOR IMMEDIATE RELEASE

### Small change. BIG IMPACT. Aladdin® is doing the reuse.

*Aladdin, a brand of PMI, and families across the nation kick off the Do the Reuse Challenge.*

Seattle, WA (September 7, 2010) – Small changes can make a big impact. This September, the Aladdin brand is showing how. Aladdin's Do the Reuse Challenge, a 30-day commitment to ditch disposable water bottles, coffee cups or food containers, is chronicling the impact reusing makes for families, communities, and the planet. Using an interactive new website, [www.dothereusechallenge.com](http://www.dothereusechallenge.com), which features real-time impact tickers and blogs from nine featured families, the Aladdin brand is asking everyone to accept the challenge and "Do the Reuse."

"Small changes and individual actions, like grabbing a travel mug for your daily coffee, can and do make a difference – for the individual, the family, their community, and the planet," said Jenn Ottele, Marketing Manager for the Aladdin brand. "Even if our actions feel small, collectively they have a big impact. It all adds up!"

And, if you look at the negative impact disposables make, it's easy to see why a switch to reusables is worth it:

- In the United States, 50 billion disposable water bottles are consumed each year. That's 137,000 each day – 1,585 every second.<sup>1</sup>
- Seven million barrels of oil are used to produce them.<sup>2</sup>
- It costs about \$165.00 to make coffee at home vs. \$636.00 to buy drip coffee at a café.<sup>3</sup>
- 23 billion coffee cups will be thrown out in 2010.<sup>4</sup>
- \$9.00 will generally cover a take-out lunch. Buying lunch five days a week adds up to \$2350 per year.<sup>5</sup>
- Packing a lunch each day saves on average 200 calories per meal.<sup>6</sup>

As an integral part of the campaign, nine families from across the nation are sharing their Do the Reuse Challenge experience with photos, videos, and blog posts on the Challenge's website. Each family's impact will also be tracked on individualized statistics tickers to show the difference just one family can make.

Following the families' lead, everyone is invited to accept the challenge and experience for themselves the impact "doing the reuse" can have on their wallet, waistline or household waste. All are encouraged to comment on blog posts, share experiences on facebook and invite more

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<sup>1</sup> "A Fountain On Every Corner", New York Times. Find A Fountain, May 23, 2008.

<sup>2</sup> Bottled Water and Energy: "Getting to 17 Million Barrels," Pacific Institute, December 2007.

<sup>3</sup> <http://www.examiner.com/examiner/x-12131-LA-Coffee-Examiner~y2009m6d2-Saving-money-on-coffee-1-brewing-at-home>

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<sup>4</sup> <http://www.sustainabilityissexy.com/facts.html> <<http://www.sustainabilityissexy.com/facts.html>> Aug 09

<sup>5</sup> <http://www.cookinglight.com/eating-smart/smart-choices/nutrition-showdown-leftovers-vs-restaurant-lunches-0040000056427/print-index.html> <<http://www.cookinglight.com/eating-smart/smart-choices/nutrition-showdown-leftovers-vs-restaurant-lunches-0040000056427/print-index.html>>

<sup>6</sup> <http://finance.yahoo.com/banking-budgeting/article/103379/Top-10-Money-Drains#7> <<http://finance.yahoo.com/banking-budgeting/article/103379/Top-10-Money-Drains#7>>

friends to participate, as the ultimate goal of the Challenge is to help participants, their friends and family see how easy it can be to make a difference.

For example, the Franas of Shakopee, Minnesota, were looking to make a difference but weren't sure where to start.

"It can be overwhelming with all that you can do to make your daily life more 'green'," said Mrs. Frana, who has committed to the reusable food container challenge. "We do our share of recycling, but then what? We opted in to this challenge to get the extra push we need, and to see if we can make our 30-day commitment become a household habit."

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**About Aladdin®:**

Aladdin has been creating lifestyle products for people just like you since 1908. From the character lunch boxes you remember as a kid, to the sleek mug you use to tote your morning coffee, we're committed to creating unique food and beverage solutions that fit your lifestyle. Products that are sustainable, stylish and functional. Products to love. To learn more about Aladdin, visit [www.aladdin-pmi.com](http://www.aladdin-pmi.com).

**About PMI®:**

PMI (Pacific Market International) manufactures, markets and designs innovative food and beverage solutions for busy lifestyles across the globe. PMI's two most recognizable brands, Stanley® and Aladdin®, are both nearly 100 years old. Guided by principles of sustainability, community and integrity, PMI has extended these beloved brands into the future while remaining rooted in their past. Headquartered in Seattle, WA, PMI has offices in Shanghai and Manila and ownership in PMI/Joinase manufacturing in China. It currently distributes its products in over 35 countries worldwide. To learn more about PMI, visit: [www.pmi-worldwide.com](http://www.pmi-worldwide.com).

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