



## **Natureworks LLC Marks the Fourth Ingeo™ Earth Month with the Launch of the Ingeo™ Earth Month Creative Gallery Titled "Fantastic Natural Plastic" on Earth Day, April 22**

*A journey from today's reality of mass consumption and its environmental impact through a pop-up sustainable installation and designs by Chris Jordan and Bryan Robert Hamecs, eco-fashion preview by established designers, and a round-table panel on "How Responsible Innovation Comes to Everyday Life."*

New York, NY, April 17, 2008 --(PR.com)-- "Responsible innovation comes to everyday life" which is readily available now and is easily accessible in your local retail and department stores. NatureWorks LLC is proud to present the fourth annual Ingeo™ Earth Month to debut in New York City on April 22nd, 2008 in the form of a creative gallery titled "Fantastic Natural Plastic"-- a pop-up exhibition and a round-table panel discussion at the Ingeo™ Earth Month Creative Gallery at 201 Mulberry Street, NYC (between Spring & Kenmare), to showcase the latest in responsible innovation for everyday living.

NatureWorks LLC manufactures a family of commercially available, low carbon footprint, Ingeo™ bio-plastics--materials derived from 100 percent annually renewable resources with cost and performance that compete with petroleum-based plastics and fibers. Today, Ingeo™ innovations help transform eco-options from niche to mainstream, providing a whole new generation of natural plastic and fiber products in more than 20 different lifestyle categories from at least 100 commercial partners, selling in more than 70,000 retail outlets worldwide.

The Ingeo™ Earth Month Creative Gallery will showcase the reality and detail of this fast track market development for new food and beverage bio-packaging essentials, clothing, electronics, appliances, personal care, home, and garden. These innovative products, all for everyday use, make Ingeo™ the naturally better brand of choice that's changing the shape of how we shop and live.

The exhibition is free and will be open to the public on Earth Day, April 22 from 9AM--3PM. Visitors will experience a journey beginning with the reality of mass consumption and accumulated waste through the lens of environmental artist Chris Jordan, with the premiere screening of Intolerable Beauty and Running The Numbers at 3:30PM. And to explore the response and solutions for an alternative way of responsible living through a lifestyle art installation using Ingeo™ products by Bryan Robert Hamecs. Also on view is a one-of-a-kind chair from the Ingeo™ Cult Seat series, Sunset by Italian furniture designer Cappellini, which debut at the 2008 Salone Internazionale del Mobile (International Furnishing Accessories Exhibition) in Milan, Italy.

There will also be a feature eco-fashion presentation of ready-to-wear designs by DDCLAB, naturevsfuture, Project Runway contestant Elisa Jimenez, Marithé+François Girbaud, Monecouture by Daniela Bizzi, and Christine Chang from the 2008 graduating class of Parsons The New School for Design. Ingeo™ fabrics are becoming more common place in the fashion scene with couturier Maggie Norris creating a one of a kind design for her new eco-collection that will debut at the Go Green Expo Gala to benefit Riverkeeper on April 26th, and recently Giambattista Valli and Bouddica each designed



evening wear made entirely from Ingeo™ fabric at the Earth Pledge FutureFashion show during New York Fashion Week Fall/Winter 2008.

The Ingeo™ Earth Month Creative Gallery will also host a featured round-table panel discussion from 4pm--5pm, with several key leaders in making responsible innovation easily accessible and readily available to the mass market. Panelists include Elettra Wiedemann (Model and Environmentalist), Savania Davies-Keller (Co-Founder and Designer for DDCLAB), Ted Ning (Executive Director of LOHAS Conference), Dave Burke (President and COO of Primo Water Corporation), Sue Hall (Director of Climate Neutral Business Network), Dan Boxer (Chairman of Easy Gardner), Steve Davies (Global Marketing Director, NatureWorks LLC), and moderated by Olivia Zaleski (The Daily Green and Huffington Post).

Directly following, join them as they celebrate Earth Day hosted by Elettra Wiedeman, from 6pm--8pm, presented by Ingeo™ Earth Month, Primo Water, Noble Juice and Cuca Fresca Cachaca.

Manufacture of Ingeo™ bio-plastics uses 65 percent less fossil fuels and produces 80-90 percent less greenhouse gas emissions than conventional polymers. To learn more about the full eco-profile of this ingenious material, visit the NatureWorks LLC website at [www.natureworksllc.com](http://www.natureworksllc.com). The data shows this new biopolymer to possess one of the lowest carbon footprints of any commercially available plastic, making it, as well as fibers made from it, a perfect ingredient choice for many eco-products today.

For press who wish to attend; to schedule an interview, Steve Davies, NatureWorks LLC, or to request a media kit, kindly contact STATE Public Relations, at 646.714.2520, email Kristina Ratliff at [kristina @ statepr.com](mailto:kristina@statepr.com) or Ryan Urcia at [ryan @ statepr.com](mailto:ryan@statepr.com)

#### About NatureWorks LLC:

NatureWorks LLC is a company dedicated to meeting the world's needs today without compromising the earth's ability to meet the needs of tomorrow. NatureWorks LLC is the first company to offer a family of commercially available low-carbon footprint biopolymers derived from 100 percent annually renewable resources with performance and economics that compete with oil-based plastics and fibers. The production of these biopolymers uses less fossil fuel and emits fewer green-house gases than conventional polymers. The company applies its proprietary technology to process natural plant sugars to make NatureWorks® biopolymer, which is then used uniquely to make and market finished products under the Ingeo™ brand name. NatureWorks LLC is a joint venture between Cargill in the US and Teijin Limited of Japan. For more information, visit [www.natureworksllc.com](http://www.natureworksllc.com).

NatureWorks LLC, its partners and Ingeo™: making contemporary products for everyone to make better, more balanced choices. Better for the planet, so better for business, consumers and ultimately better at providing the best options for disposal, recovery and preservation of our precious resources today and tomorrow.

Ingeo™ innovations are made uniquely from NatureWorks® biopolymer.



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