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Green Planet Beverages' Joe Hazmat to Debut at Corona Light Wide Open Tour

CHICAGO (June 24, 2010) – Joe Hazmat, Green Planet Beverage's new brand icon, will make his first appearance in Huntington Beach, Calif. on June 26 and 27 during the [Corona Light Wide Open](#) beach volleyball tour. Green Planet is the official bottled water sponsor for the event.

Dressed in a hazardous material suit imprinted with the Green Planet logo, Joe Hazmat will interact with and educate consumers about the health and environmental benefits of Green Planet bottles, which are [100 percent plant-based](#) and petroleum free.

At the Huntington Beach and subsequent events, Joe Hazmat will offer to dispose of petroleum-based plastic bottles using a pronged grabber and special containers, and direct people to the Green Planet "Petroleum Free Zone," an area devoid of petroleum based bottles. Visitors can win prizes by participating in educational games conducted by Green Planet representatives.

In addition to the tournament, Joe Hazmat will make appearances at festivals, street fairs, campuses and at other venues nationwide.

Fans can follow Joe Hazmat on Facebook, Twitter (@JoeHazmat) and Foursquare, where he will let people know his musings, whereabouts and tips on plastic and plant-based water bottles. For a full list of Joe Hazmat appearances, visit www.GreenPlanetBottling.com.

"Joe Hazmat communicates the seriousness of the problems with petroleum-based bottles in a dynamic and non-threatening way," said Brad Schulman, founder and CEO of Chicago-based Green Planet. "This gives our product a voice and personality and will help increase awareness of the issue. If people are going to drink bottled water, they should have a choice that is healthier and more eco-friendly than water in bottles that are primarily petroleum-based."

Green Planet's bottles contain no petroleum or toxic chemicals to leach into its contents or the environment; are reusable, [recyclable](#) and commercially compostable in just 80 days. Launched in 2009, Green Planet Bottling, LLC. (www.greenplanetbottling.com) was formed to help its customers make positive and sustainable differences by manufacturing a product that is healthier for people and the planet.

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