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## **PILOT PEN PROMOTES SMALL CHANGES FOR BIG ENVIRONMENTAL IMPACT THIS EARTH DAY**

*Writing Instrument Company Encourages Others to  
Set a #GreenGoal for a Better Future*

JACKSONVILLE, Fla. (April 22, 2016) – Pilot Corporation of America (Pilot Pen) is celebrating Earth Day by encouraging others to set a “Green Goal,” a commitment to make a single, simple, eco-friendly change in their daily routine. Small changes can have a significant positive environmental impact for future generations. Committing to a Green Goal not only promotes a better eco-footprint, but can also inspire others to consider their influence on the environment. To help motivate fans to join them in setting these goals, Pilot is giving away prizes to the top #GreenGoal posts on social media.

Whether it is pledging to recycle at home, using reusable grocery bags or carpooling to work, it can be easy to implement eco-focused practices like these to help the environment. Other simple tasks could include: turning off the lights each time you leave a room, cut up the plastic rings 6 pack rings before throwing them out, or using a refillable water bottle instead of plastic water bottles.

Pilot encourages its fans to (1) select and write down their Green Goal, a small change to help write the next chapter for a cleaner planet, (2) take a picture of the goal and (3) post it to social media using #GreenGoal and tagging Pilot Pen (@PilotPenUSA). The top five posts will win eco-friendly prizes, including a reusable grocery bag, recycled notebook and Pilot’s B2P pens.

“You don’t need grand plans or gestures to have a positive impact on the environment. Small changes executed every day make a big difference,” said Ariann Langsam, Director of Marketing. “At Pilot, we hope to help others write the next chapter for a greener future through our B2P and BeGreen product lines and by having them join us on Earth Day in setting a Green Goal.”

As a company, Pilot is committed to creating earth friendly options for writing instruments through the BeGreen and B2P (Bottle-to-Pen) line of pens. B2P is the world's first family of pens made from recycled bottles. Approximately 2.5 million plastic bottles enter landfills every hour, and comprise close to 50% of all recyclable waste. Not only are B2P gel ink pens and B2P ballpoint pens made from 89% and 83% recycled plastic bottles respectively, but they also have a unique water bottle inspired barrel design. All of Pilot's B2P pens write smoothly, have vibrant inks and are 100% refillable. Pilot's B2P can be found at office supply stores, major retailers like [Walmart](#) or online at [Amazon.com/Pilot](#). Keep up with Pilot's Earth Day initiatives at [Facebook.com/PilotPen](#), [@PilotPenUSA](#) on Instagram and Twitter, and [#GreenGoal](#), and encourage others to share their [#GreenGoal](#) this Earth Day.

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## **ABOUT PILOT CORPORATION OF AMERICA**

Pilot Pen offers superlative writing instruments renowned for quality, performance, cutting-edge technology and consumer satisfaction. Widely acknowledged as innovators, Pilot was first to introduce Americans to fine-point writing, currently maintaining the top share position in the gel and rolling ball pen categories. Pilot's line also includes the acclaimed Dr. Grip family of products featuring an ergonomic, wide comfort grip that reduces writing fatigue, as well as the notable Precise V5 and G2 lines. Pilot Pen manufactures and distributes from its state-of-the-art facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more: [www.pilotpen.us](http://www.pilotpen.us).