



New Wrinkle in the Competition as Project Runway Designers Use GoBank to Manage Full Season Budget

July 19, 2013

For the First Time, Season 12 of Lifetime's Emmy Nominated Show Requires Designers to Manage Season-Long Budget Using GoBank Mobile Account

Share It: Using @GoBank app & debit cards, @ProjectRunway designers manage their OWN \$4K budgets this season, no cash envelopes!
<http://bit.ly/12MDjly>

SAN FRANCISCO--(BUSINESS WIRE)--Jul. 19, 2013-- In the season 12 premiere episode, which aired last night, Lifetime's [Project Runway](#) added a new creative element to the show, as it was revealed designers now have the responsibility of managing a full-season budget. This will be done using [GoBank](#), the FDIC-insured bank account that is designed from the ground up to be opened and used on a mobile device. This is the first financial integration ever for the long-running series. Throughout the season, contestants will utilize [GoBank accounts](#) to make and track purchases, as well as manage spending. This year's winning designer will be awarded \$150,000 from GoBank to launch his/her own line.



Up, up and away! The winner of last night's challenge in the season premiere of Project Runway stole the look with this parachute design. (Photo: Lifetime)

Green Dot Corporation (NYSE: GDOT) is a publicly traded bank holding company with a mission to reinvent personal banking for the masses. Its products and brands include Green Dot brand reloadable prepaid debit cards, The Green Dot Reload Network, the Green Dot MoneyPak and GoBank. The company is headquartered in Pasadena, Calif. with technology offices in Mountain View, Calif. and Westlake Village, Calif. and its bank subsidiary, Green Dot Bank, located in Provo, Utah.

"The GoBank integration aligns perfectly for the new creative direction of this season," said Lance Still, executive vice president of Integrations for The Weinstein Company. "Fashion is an art, but it's also a business. This year, we are providing designers with a budget upfront and they must decide how much to spend for each challenge."

In previous seasons, designers have been given an envelope of cash for each individual challenge. As a twist in season 12, GoBank provided designers with \$4,000 to manage throughout their time on the show. Contestants will use their [GoBank account](#) and debit card in every episode, as well as budgeting features such as the Money Vault (to set money aside) and the Fortune Teller (to determine if they have enough money to make a purchase) to determine if they have enough money in their account to make a purchase during each challenge.

"Project Runway teaches designers the skills they need to launch their own collections. Part of that is managing your business expenses," said Sharon Pope, chief marketing officer at Green Dot Corporation, the parent company of GoBank. "We couldn't be more excited to help contestants spend wisely and create a winning look to build their career."

Project Runway takes fashion to the next level as designers test their fashion design and budgeting skills each week. In each episode, the contestants will be tasked to create a budget and spend conservatively for each challenge while still ensuring their garments stand out on the runway. Contestants will be able to work collaboratively to pool money together, and use the GoBank app to instantly send money to each other.

Project Runway airs Thursday at 9pm ET/PT on *Lifetime* (check local listings).

About GoBank

[GoBank](#) is a brand of Green Dot Bank, Member FDIC. GoBank is the first bank account designed from scratch to be opened and used on a mobile device. With GoBank, members have full access and control of their money from their iPhone, iPod Touch or Android device, and can withdraw cash from more than 40,000 fee-free ATMs in the U.S. For more information about GoBank or to request a membership invitation, visit <http://gobank.com>. You can also visit <http://facebook.com/GoBankUS> or <http://twitter.com/GoBank>.

About Green Dot Corporation

Source: Green Dot Corporation

Press Relations for GoBank

Quinn Daly, 323-800-1925

press@gobank.com