



KIWI KIDS TO RECYCLE THOUSANDS OF TOOTHBRUSHES IN NATIONAL RECYCLING CHALLENGE

TerraCycle and Colgate partner to launch Colgate Community Garden Challenge for all schools nationwide

New Zealand, 26 August 2019 – New Zealand school students have the chance to win a recycled community garden set by diverting all their oral care products from landfill, thanks to a recycling competition launched by Colgate and global recycling pioneers, TerraCycle.

Between 22 August and 15 November 2019, the Colgate Community Garden Challenge invites all preschools, primary, intermediate, special and secondary schools nationwide to register, collect and ship all their oral care waste to TerraCycle who will turn it into new products. The competition encourages schools to learn about sustainability by seeing how waste that would normally be sent to landfill can be given a second life and made into a new product such as a garden bed.

Two recycled community garden sets will be awarded to two schools, with each set including a garden bed and custom-made bench made with recycled oral care waste and a \$300 Mitre 10 voucher that can be used to buy seeds and plants (RRP \$3,116.44). Besides showing how recycled materials can be used as a sustainable alternative to virgin plastic, Colgate and TerraCycle hope the sets will promote gardening and healthy eating among schools.

Colgate Vice President and General Manager of South Pacific, Julie Dillon, and General Manager of TerraCycle Australia and New Zealand, Jean Bailliard, have expressed their excitement.

"With the success of the program in 2018, Colgate is thrilled to be giving kids the opportunity to win a recycled community garden set for the second time. Hearing about the extraordinary efforts of the kids to recycle all their oral care waste and promote sustainability in their communities is something we expect to see a lot more of this year," said Mrs Dillon.

"For the second year running, TerraCycle is honoured to team up with Colgate to once again support the Colgate Community Garden challenge in 2019," said Mr Bailliard. "Open to all young New Zealand students, this exciting initiative helps to educate kids about the importance of recycling and keeping as much waste out of landfill as possible."

The results achieved from last years' Colgate Community Garden Challenge saw over 50,000 pieces of oral care waste diverted from landfill, 331 schools signed up to the program and 4,000 votes entered online supporting local schools.

To join the competition, schools are encouraged to visit www.terracycle.co.nz/colgategarden to access posters and resources to get started and watch their competition ranking on a digital leaderboard. Individuals can also vote for their nominated school online at www.terracycle.co.nz/colgategardenvoting.



The Competition

The Colgate Community Garden Challenge will have two winners that will each win a recycled community garden set: one winner will be the school that accrues the most Garden Points (accumulated from the total weight of the oral care waste recycled and the most online votes from their community), and the other winner will be drawn at random. By sending at least one eligible shipment of oral care waste to TerraCycle, schools earn one entry into the draw to win a recycled community garden set.

Oral care waste includes: any brand of used toothpaste tubes and packaging, non-electric toothbrushes and packaging, interdental brushes and packaging, and floss containers and packaging.

Additionally, in the three monthly prize draws, schools will have the chance to win a pack of 100 upcycled lunch bags made from recycled toothpaste tubes (RRP \$1,028) – another example of how oral care waste can become a valuable new product.

The Recycling Program

The Colgate Community Garden Challenge is part of the broader Oral Care Recycling Programme sponsored by Colgate. Since its launch in 2014, the programme has enabled over 2000 collection teams, representing 100,000 New Zealanders, to divert over 480,000 pieces of oral care waste from landfill and raise \$70,000 in donations and prizes for New Zealand schools and charities. To find out how to get involved in the programme head to www.terracycle.com/en-NZ/brigades/oral-care-brigade to sign up to recycle oral care waste from home or in your community.

About TerraCycle

TerraCycle is the world's leader in the collection and repurposing of complex waste streams, ranging from used cigarette butts to ocean plastic to oral care products and packaging. The waste is collected through manufacturer-funded programs that are free to the public and converted into a variety of raw materials and made into new products. Across 21 countries, TerraCycle has diverted over seven billion pieces of 'non-recyclable' waste from landfill and incineration and raised over \$45 million for schools and charities worldwide. To learn more about TerraCycle or get involved in its recycling programmes, please visit www.terracycle.co.nz.

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For more information, images or to set up an interview, please contact:

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