



## AUSSIE KIDS TO COMPETE IN NATIONAL RECYCLING CHALLENGE

*Students from more than 1200 schools expected to compete in the Colgate Community Garden Challenge*

**February 27, 2020** - Australian school students are about to go head-to-head once again in a national recycling competition for oral care waste.

To date, more than one million 'non-recyclable' items – toothbrushes, toothpaste tubes and floss containers – have been diverted from landfill thanks to Colgate and TerraCycle.

To celebrate this milestone, Colgate and Chemist Warehouse are donating seven community garden sets, made with recycled materials, as major prizes in the 2020 Colgate Community Garden Challenge.

From today, all pre, primary, intermediate, special and secondary schools in Australia are invited to register, collect and ship all their oral care waste to TerraCycle who will then turn it into new products.

Three of the recycled community garden sets will be awarded to the schools who accrue the most Garden Points from collections and online votes, and four will be allocated at random to any school who sends in at least one eligible shipment during the competition period. This ensures that every school, large or small, has a chance to win.

The seven major prizes include a garden bed, bench and planter box and picnic table made with recycled oral care waste as well as a \$200 Bunnings Warehouse gift voucher. Additionally, in monthly prize draws, schools will have the chance to win one of two prize packs of 60 upcycled toothbrush pens – another example of how oral care waste can become a valuable new product.

Besides showing how recycled materials can be used as a sustainable alternative to virgin plastic, Colgate, Chemist Warehouse and TerraCycle hope the prizes will encourage collective action from the community.

Colgate Vice President and General Manager of South Pacific, Julie Dillon said the one million recycled items milestone reflected the success of the program.

Colgate Vice President and General Manager of South Pacific, Julie Dillon, and Chemist Warehouse Group General Manager, Ilias Babalis said the one million recycled items milestone reflected the popularity of the program.

“Colgate is excited to once again partner with TerraCycle to offer this exceptionally popular program to students,” Ms Dillon said. “The number of participants reflects just how important recycling and sustainability is to local communities, and we’re pleased to provide a solution.”

Mr Babalis said that for the third year running, Chemist Warehouse is honoured to team up with Colgate to once again support the recycling initiative partnering with TerraCycle.



-2-

“Open to all young Australian students, the initiative helps educate kids about the importance of recycling, up-cycling and keeping as much waste out of landfill as possible. We’re looking forward to building on the success that was achieved in 2019 where almost 200,000 pieces of Oral Care waste were diverted from landfill – an amazing result!,” he said.

Jean Bailliard, General Manager of TerraCycle Australia, said the company was keen to show the next generation that items you would normally throw in the rubbish can be given a new life and turned into new, useful products. “The challenge allows schools to be recognised for their hard work and for that, we are grateful to Colgate and Chemist Warehouse for donating the awesome recycled prizes”, he said.

Last years’ competition had students from more than 1200 schools divert close to 200,000 items from landfill. TerraCycle and Colgate expect that this year will be even bigger.

To join the competition, schools are encouraged to visit [www.terracycle.com/colgategarden-au](http://www.terracycle.com/colgategarden-au), log in or create an account and then join the Colgate Community Garden Challenge at [www.terracycle.com/colgategardenvoting-au](http://www.terracycle.com/colgategardenvoting-au)

### **The Recycling Program**

The Colgate Community Garden Challenge is part of the broader Oral Care Recycling Program sponsored by Colgate. Accepted in this program are any brand of post-consumed toothpaste tubes and caps, toothbrushes (including electric toothbrush heads) and packaging, toothbrush and toothpaste tube outer packaging and floss containers. Since its launch in 2014, the Oral Care Recycling Program has enabled Australians to divert one million pieces of oral care waste from landfill and raise over \$100,000 in donations and prizes for schools and charities. To find out how to get involved in the program head to [www.terracycle.com/en-AU/oral-care-brigade](http://www.terracycle.com/en-AU/oral-care-brigade) to sign up to recycle oral care waste from home or in your community.

### **About TerraCycle**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating across 21 countries, TerraCycle partners with companies and retailers to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading brands to integrate hard-to-recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favourite brands in durable, reusable packaging. TerraCycle also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago. [www.terracycle.com](http://www.terracycle.com).

**-ENDS-**

**Media contact:**

**Jen Walker, Head of PR and Communications, TerraCycle Australia & NZ**

**E: [jen.walker@terracycle.com](mailto:jen.walker@terracycle.com)**

*Each shipment must weigh between 5 to 20kg maximum. Total prize pool \$37,156.18. Authorised under NSW Permit No LTPS/18/30896, SA No T18/2301 and ACT Permit No TP18/02559*