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## Recycling initiative brings extra joy for L.O.L. Surprise fans



L.O.L. Surprise fans' smiles will now be even wider during unboxing, knowing that all the packaging, accessories and products can now be recycled for free.

MGA Entertainment, the company behind L.O.L. Surprise, has partnered with TerraCycle to provide a free recycling program, available now.

Fans simply download a free shipping label from the TerraCycle website to post back their items for recycling.

Managing Director at MGA Entertainment Australia, Sapienza Salerno, said that as a global leader in brands and toy innovation, the company's partnership with TerraCycle eliminates any concerns about the waste created by the product.

"We know that in Australia, both our fans and those that give L.O.L. Surprise toys as gifts care about the environment.

"Our fanbase heard about the US program (launched in 2019) and many people contacted us hoping that there would be a local program too," she said.

"We're excited to now announce the TerraCycle program is available in Australia."

General Manager of TerraCycle Australia, Jean Bailliard, said the program was a great way to introduce younger family members about recycling.

"It adds another level of engagement in L.O.L. Surprise," he said.

"Including children in the recycling process provides an opportunity for parents to help them learn about the importance of keeping plastic out of the environment."

To participate in the free L.O.L. Surprise recycling program, re-use any box to collect your L.O.L. recycling, then go to the [L.O.L. recycling program page](http://terracycle.com/en-AU/brigades/lolsurprise-au) (terracycle.com/en-AU/brigades/lolsurprise-au). There you will find more information about the program and be able to download a free shipping label to attach to your box.

When TerraCycle receives the shipments, the materials are melted down and used to make new products.

Collectors in the program also receive TerraCycle points if they meet minimum shipment requirements, which can be converted into a donation to the charity of their choice.



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“Our mission is to keep everything out of landfill, and we are thrilled to partner with MGA Entertainment Australia because we know their toys are extremely popular, which provides many opportunities to reinforce the recycling message,” Mr Bailliard said.

### **About\_TerraCycle**

*TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities 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 consumer product companies 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, donated over \$44 million to schools and charities since its founding more than 15 years ago, and was named #10 in Fortune magazine's list of 52 companies Changing the World. [www.terracycle.com](http://www.terracycle.com).*

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