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CONTACT:  
Sue Kauffman  
TerraCycle Canada  
[sue.kauffman@terracycle.ca](mailto:sue.kauffman@terracycle.ca)

## **L.O.L SURPRISE! ANNOUNCES NEW RECYCLING PROGRAM WITH TERRACYCLE**

**TORONTO, (June 15, 2020)** – [MGA Entertainment, Inc.](#) (MGAE) the fastest growing and largest privately held toy company, in partnership with international recycling leader TerraCycle, announce for the first-time in Canada, all L.O.L. Surprise!<sup>™</sup> products are now easier to recycle through the L.O.L. Surprise! Recycling Program.

“TerraCycle is a leader in this field and we are excited to partner with them as we continually look to push for more sustainable and environmentally friendlier products,” said Isaac Larian, CEO and Founder of MGA Entertainment. “Building on the success of the L.O.L. Surprise! Recycling program in the United States, we are excited to expand our commitment to leaving a healthier planet for the next generation. I hope other leaders in the toy industry will follow suit.”

Through the L.O.L. Surprise! Recycling Program, consumers can now send in their L.O.L. Surprise!<sup>™</sup> packaging and products to be recycled for free. Participation is easy: sign up on the TerraCycle program page [www.terracycle.com/lol-surprise-en-ca](http://www.terracycle.com/lol-surprise-en-ca) and mail in the packaging using a prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

“MGA Entertainment is a great partner, and one that is truly dedicated to making products consumers love, while also taking responsibility for preserving the environment,” said Tom Szaky, TerraCycle’s founder and CEO. “By encouraging future generations to rethink what is waste, together we are making it simple for consumers to have a positive impact on the environment for future generations.”

The L.O.L. Surprise! Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit [www.terracycle.ca](http://www.terracycle.ca).

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### **ABOUT MGA ENTERTAINMENT**

MGA Entertainment, a consumer entertainment products company headquartered in Chatsworth, California, creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as L.O.L. Surprise<sup>™</sup>, Little Tikes®, Num Noms<sup>™</sup>, Poopsie Slime Surprise<sup>™</sup>, Bratz®, Rainbows in Pieces<sup>™</sup>, Na! Na! Na! Surprise<sup>™</sup>, Wreck Royale<sup>™</sup>, Baby Born Surprise<sup>™</sup> and Zapf Creation®. Visit us at [www.mgae.com](http://www.mgae.com).

## **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 favorite brands in durable, reusable packaging. 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 and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.ca](http://www.terracycle.ca).