

FOR IMMEDIATE RELEASE

CONTACT:
Sue Kauffman
TerraCycle, Inc.
Sue.Kauffman@terracycle.ca

**ZURU BUNCH O BALLOONS™ AND TERRACYCLE® PARTNER TO
LAUNCH NATIONAL RECYCLING PROGRAM**
*Prep Less, Party More and Save the Planet with the
ZURU Bunch O Balloons Recycling Program!*

TORONTO, CANADA (October 7, 2019) – ZURU™ Inc, a leading toy and consumer products manufacturer, in partnership with international recycling leader TerraCycle, today announced the launch of the ZURU Bunch O Balloons Recycling Program to recycle their line of water and party balloons, stems and packaging. For every shipment of ZURU Bunch O Balloons waste sent to TerraCycle, collectors earn points that can be used for charity gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice.

Through the ZURU Bunch O Balloons Recycling Program, consumers can now send in their spent ZURU Bunch O Balloons water and party balloons, stems and packaging waste to be recycled for free. Participation is easy: sign up on the TerraCycle program page <https://www.terracycle.com/en-CA/brigades/zuru-bunch-o-balloons-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.

“Taking steps to make our products more sustainable is a top initiative especially when it comes to left-over balloon latex and packaging from our Bunch O Balloon brands,” said Anna Mowbray, COO & Founder, ZURU. “Through our partnership with TerraCycle, we’re providing consumers a simple way to recycle, reduce the amount of landfill plastic around the world and produce recycled materials.”

“At TerraCycle, we are all about having fun, but not at the expense of the planet,” said Tom Szaky, TerraCycle Founder and CEO. “Through the ZURU Bunch O Balloons Recycling Program parties can be sustainable, without sacrificing the fun.”

The ZURU Bunch O Balloons Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling program, visit www.TerraCycle.ca.

About ZURU, Inc.:

ZURU is a disruptive and award-winning company that designs, manufactures and markets innovative toys and consumer products. Inspired by kids and imaginative play, ZURU is one of the fastest growing toy companies in the world and is known for their agility, creativity and new-age manufacturing techniques. The company that started in New Zealand and is now headquartered in Hong Kong, now directly or indirectly employs more than 5,000 staff across 10 countries and distributes to most major

retailers in over 120 countries. ZURU has delighted millions of families all over the world with brands such as Bunch O Balloons™, X-Shot™, Rainbocorns™, Robo Alive™, Smashers™, 5 Surprise™, Pets Alive™ and Metal Machines™ as well as through partnerships with entertainment properties, including Nickelodeon, Disney, Universal Studios and DreamWorks. With a strong commitment to the community, ZURU supports Captivating International, local China orphanages and also student development programs in Asia and in New Zealand. ZURU will continue to pave new ways for kids to play and focuses on reimagining what this looks like everyday.

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, cities, and facilities 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. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.TerraCycle.ca.

###