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Media Contact:
Sue Kauffman
TerraCycle
sue.kauffman@terracycle.ca

ATTENTION SCHOOLS, FAMILIES & COMMUNITY ORGANIZATIONS

**“SPRING” INTO THE HAIN-CELESTIAL CANADA RECYCLING REVOLUTION CONTEST
& WIN A BENCH MADE ENTIRELY FROM RECYCLED PLASTIC**

TORONTO, April 8, 2019 - Hain-Celestial Canada, one of Canada’s largest producers of organic and natural food products, has partnered with recycling leader TerraCycle to announce the second annual Recycling Revolution Contest.

From April 1 through June 30 participants are invited to mail-in empty packaging from all four of the Hain-Celestial Canada recycling programs to TerraCycle. The shipments will be tallied on the contest webpage’s leaderboard and the top collector will win a bench made entirely from recycled plastics, as well as \$300 in TerraCycle points that are redeemable for cash payment to an organization or school of their choice. Two runners-up will win \$200 and \$100 in TerraCycle points, respectively.

The packaging from following Hain-Celestial Canada products is eligible for recycling:

- Europe's Best® frozen fruit and frozen vegetable plastic packaging
- Terra® and Sensible Portions® snack bags
- Tilda® rice bags and pouches
- Yves Veggie Cuisine® flexible plastic packaging and pouches

“After successful implementation of the four Hain-Celestial Canada programs, we wanted to show Canadians the potential of their plastic waste,” said TerraCycle CEO and founder Tom Szaky. “The Recycling Revolution Contest and the recycled bench grand prize demonstrates how we can take recycling full-circle and get more value from our waste.”

Launched in 2017, the four Hain-Celestial Canada programs are ongoing activities, open to any individual, family, school or community group. For each piece of waste sent in using a pre-paid shipping label, participants earn points that can be translated into charitable prizes or cash donations to the school or charity of their choice. To learn more about the program, please visit <http://www.terracycle.ca/en-CA/brigades>.

The full set of rules for the 2019 Hain Celestial “Recycling Revolution” can be viewed [here](#).

About The Hain-Celestial Group

The Hain-Celestial Group is a leading organic and natural products company with operations in North America, Europe and India. Hain-Celestial Canada participates in many natural categories with well-known brands that include Europe’s Best®, Yves Veggie Cuisine®, Celestial Seasonings®, Live Clean®, Earth's Best®, Terra®, Sensible Portions®, MaraNatha®, Casbah®, Spectrum®, Dream®, The Greek Gods®, Imagine®, Tilda®, JASON®, Avalon Organics® and Alba Botanica®. Hain-Celestial has been providing A Healthier Way of

Life™ since 1993. For more information, visit www.hain-celestial.ca and like us on Facebook at Hain Celestial Canada.

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.