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STAPLES CANADA LAUNCHES “BOX THAT ROCKS” CONTEST NATIONWIDE TO ENCOURAGE SCHOOLS TO RECYCLE

Schools Can Win Recycled Prizes and Up to \$1,000 for Charity

TORONTO, Ontario, November 5, 2018 – Staples Canada announced the inaugural *Staples Box that Rocks Contest* for schools across Canada in partnership with international recycling company TerraCycle®. The contest calls upon schools to submit their design for a creative writing instrument recycling collection box for a chance to win a grand prize of two (2) outdoor garden beds and one (1) picnic table made from 100% recycled plastic, as well as a \$1,000 donation to the school or non-profit organization of their choice.

“Being an environmentally conscious company is a priority for Staples and is a part of our culture,” said Leigh Pearson, Director of Facility, Environment and Procurement at Staples Canada. “We are committed to helping our customers minimize the after-life impact of products that they purchase at Staples, and our writing instruments recycling program is one way that we’re able to do that.”

Schools across Canada are eligible to compete in the *Staples Box that Rocks Contest*. Participation is simple: schools must design and build a creative collection box to collect writing instruments for recycling and submit a photo on the contest webpage by November 30, 2018. TerraCycle will then select a group of finalists from the submission pool and call on the public to cast online votes for their favourites through December 9 until December 28 on www.terracycle.ca/staplesboxthatrocks.

The schools with the most votes will be named the winners in January 2018 and the garden beds and picnic table will be installed this spring. The first and second runners-up will receive a \$500 and \$200 charity donation, respectively.

The contest aims to promote recycling through the Staples Writing Instrument Recycling Program, a free, ongoing national collection program operated by Staples and TerraCycle for any and all brands of writing instruments, including pens, mechanical pencils, markers, permanent markers and highlighters.

Individuals, schools, businesses and organizations can drop-off empty and used up writing instruments at their local Staples retail location for recycling year-round. Once collected, the traditionally non-recyclable writing instruments are cleaned and melted into raw material that can be used to make new plastic products.

“Offering a recycling solution for used writing instruments in the same place where new ones are purchased is a powerful way to engage consumers around sustainability,” said TerraCycle CEO and founder Tom Szaky. “Without the hard work and commitment of the Staples stores administering and promoting the program for the community, we wouldn’t be able to keep as much waste from ending up in landfills.”

TerraCycle works with major manufacturers and retailers to recycle “difficult-to-recycle” products and packaging that would normally be thrown away. To learn more about TerraCycle and its innovative recycling solutions, visit www.terracycle.ca. For more information on the Staples Writing Instrument Recycling Program, please visit <https://www.terracycle.ca/en-CA/brigades/writing-instrument-retail-based-brigade>.

About Staples Canada/Bureau en Gros

Staples Canada/Bureau en Gros was founded in 1991. The company operates over 300 locations across all Canadian provinces. Through its world-class retail, eCommerce, mobile and delivery capabilities, Staples helps customers shop every day, however and whenever they want. Staples is dedicated to offering customers the latest products and expertise on everything from technology to school supplies, facility, breakroom, as well as business services and print production through [Staples Print & Marketing](#). The company invests in a number of corporate giving programs that support environmental, educational and entrepreneurial initiatives in Canadian communities. Visit www.staples.ca for more information, or visit get social with @StaplesCanada on [Facebook](#), [Twitter](#) and [Instagram](#).

About TerraCycle

TerraCycle Canada, a Progressive Waste Solutions partner, takes difficult-to-recycle packaging and turns it into a variety of raw materials that are sold to manufacturers to produce new products. Founded in 2001, TerraCycle is the world leader in the collection and reuse of non-recyclable post-consumer waste. In 21 countries, the waste is collected through programs that donate money to schools and charities. To learn more, visit www.terracycle.ca.

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