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## **LOVE CHILD ORGANICS LAUNCHES RECYCLING PROGRAM**

### *New Partnership with TerraCycle® Makes Recycling Easier for Consumers*

**Toronto, Ontario, July 3 2018:** Nutrition-focused infant and toddler food brand Love Child Organics® is now providing consumers a free, easy way to recycle its packaging. Through a new partnership with TerraCycle®, Love Child Organics created the Love Child Organics Recycling Program to provide consumers a worry-free method of recycling their BPA-free pouches, snack wrappers and bags.

“Love Child is thrilled to partner with TerraCycle on this initiative. Since our founding in 2013, our mission has been to provide consumers with healthy, clean and organic baby and children’s food products that are ethically and sustainably sourced. We can now proudly add recyclability to our sustainability promise. We are aware of consumer trends and the need to deliver a recycling solution as many baby food and snacks items are not currently recyclable in Canada. As a transparent values-driven company, working with TerraCycle is a natural fit,” said Erin Grosberg, Senior Brand Manager of Love Child Organics.

As a ‘values-first’ company, doing good is at the heart of Love Child Organics. From its support for charities that help children, to its commitment to ethical ingredient sourcing, the B Corporation-certified company is focused on sustainability. The Love Child Organics Recycling Program aligns with these initiatives, diverting Love Child Organics packaging from local landfills and incinerators.

Though technically recyclable, flexible plastic packaging often ends up in landfills due to the high cost of recycling these mixed plastics. This new recycling program means Love Child Organics’ pouches and snack wrappers are now 100% recyclable, providing nationwide access to a solution that will prevent these recyclables from entering the waste stream.

Once collected, the pouches are cleaned and melted into hard plastic that can be remolded to make new recycled products. Additionally, for every one pound of waste shipped to TerraCycle, collectors can earn \$1 to donate to a non-profit, school or charitable organization of their choice.

“Consumers who enjoy Love Child Organics’ sustainably-sourced foods and snacks can now help the planet by recycling their used pouches and snack wrappers,” said TerraCycle CEO and founder Tom Szaky. “Thanks to Love Child Organics, consumers have an opportunity to divert packaging from landfills and provide material for the manufacture of new products.”

The Love Child Organics Recycling Program is open to any interested individual, school, office, or community organization. Participation is easy: sign up on the TerraCycle program page and mail in your waste using a prepaid shipping label. To learn more about this and TerraCycle’s other free programs, please visit: [www.terracycle.com](http://www.terracycle.com).

**About Love Child Organics**

Love Child Organics, a subsidiary of GreenSpace Brands Inc., was created in 2013 by Leah and John Garrad-Cole. Love Child Organics aspires to create only the highest quality organic baby and children's food. The founders were inspired by Leah's homemade recipes she made for their first child upon discovering that most 'organic' baby food and children's snack products contained unnecessary additives and were not 'real food'. Love Child Organics grew with the hope that all children could have access to truly honest, pure, and delicious organic food that would include as many nutritionally-rich ingredients as possible. As a parent-founded, "values-first" company, Love Child Organics runs their company with a sense of social responsibility, including an emphasis on use of sustainable practices.

#### **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](http://www.terracycle.ca).