

FOR IMMEDIATE RELEASE

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

ELEMENTARY ECO-SCHOOL REINFORCES COMMITMENT TO ALL THINGS CLEAN WITH NEW ZERO WASTE INITIATIVE

French Elementary School Takes on New Initiative to Mindfully Dispose of the Unrecyclable

Waterloo, Ontario, June, 2019 – Ecole L’Harmonie, a French elementary school under the Viamonde network, is offering students and staff with a way to properly dispose of their used toothbrushes and other oral care waste through TerraCycle’s Oral Care Zero Waste Box. According to Environmental Defense Canada, less than eleven percent of Canada’s plastic is recycled. As educators, Ecole L’Harmonie believes in raising awareness in their community and setting an example to the youth of today. By incorporating the Zero Waste Box System into their school, they are offering an effective tool to keep plastic waste from getting landfilled, incinerated or contaminating ecosystems as litter.

Designated as an “eco-school,” Ecole L’Harmonie has a committee, consisting of staff members and students, that regularly carry out environmental initiatives in their school. “Every small action counts, and although habits can be slow to change, it is important to raise awareness among the younger generation who will be making choices in the future.” says Sylvie Tremblay, school representative.

By placing TerraCycle’s Oral Care Zero Waste Boxes in their library, students and staff can drop-off their used plastic toothbrushes, toothpaste, floss and more. Once filled, the Zero-Waste Box is sent to TerraCycle for processing where the waste is recycled for use in new products.

Working together with schools and organizations like Ecole L’Harmonie, TerraCycle aims to fulfill its mission to eliminate the idea of waste. For more information on TerraCycle, please visit www.terracycle.ca.

About Ecole L’Harmonie

At Ecole L’Harmonie, everything is possible! Any student can develop his full potential. Our dedicated and knowledgeable professionals mentor students in an atmosphere that supports each youth's growth and success.

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.

###