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**SWIFFER AND TERRACYCLE PARTNER TO LAUNCH
THE SWIFFER RECYCLING PROGRAM THROUGHOUT CANADA**

Consumers Can Now Sweep Away Landfill Waste Through the Swiffer® Recycling Program

TORONTO, Ontario., November 19, 2020 – Swiffer®, a pioneer in the Quick Clean category and used in more than 50 million households worldwide, has partnered with international recycling leader TerraCycle® to make their Swiffer Sweeper™, Duster and WetJet™ refills nationally recyclable. As an added incentive, for every shipment of Swiffer waste sent to TerraCycle through the Swiffer Recycling Program, 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.

“We’re thrilled to launch the Swiffer Recycling program in Canada,” said Victòria Fornies Vivancos, Swiffer Canada Marketing Manager. “This is an important step toward creating sustainable solutions for Swiffer products.”

Through the Swiffer Recycling Program, consumers can now send in the following Swiffer cleaning products to be recycled for free:

- Swiffer® Sweeper™ Wet Mopping Cloths
- Swiffer® Sweeper™ Dry Sweeping Cloths
- Swiffer® Sweeper™ Wet Heavy-Duty Mopping Cloths
- Swiffer® Sweeper™ Dry Heavy-Duty Sweeping Cloths
- Swiffer® Dusters™
- Swiffer® Heavy-Duty Dusters™
- Swiffer® WetJet™ Mopping pads
- Swiffer® WetJet™ Heavy-Duty Mopping pads
- Swiffer® WetJet™ Wood Mopping pads

Participation in the program is easy, simply sign up on the TerraCycle program page at <https://www.terracycle.com/en-CA/brigades/swiffer-ca-en> and mail in the accepted waste using a prepaid shipping label. Once collected, the waste is broken down, separated by material and the plastics are cleaned and melted into hard plastic that can be remolded to make new recycled products.

“Cleaning our homes is an activity we all do without much thought, but this routine can generate a lot of overlooked waste,” said TerraCycle CEO and Founder, Tom Szaky. “By participating in the Swiffer Recycling Program, consumers can help keep both their personal spaces and our shared environment clean while being rewarded for every piece of waste they collect.”

The Swiffer Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit www.terracycle.ca.

About Swiffer®

In 1999, Swiffer made its debut and soon established itself as both a pioneer in the cleaning systems category and a pop culture icon. Swiffer products have starred on “Saturday Night Live,” have been featured in Hollywood blockbusters and have graced the cover of Rolling Stone. With the support of Swiffer fans around the world, Swiffer has built a family of distinctive products built smarter than traditional cleaning tools. Today, Swiffer® Sweeper, Swiffer® Sweeper Heavy Duty, Swiffer® SweeperVac®, Swiffer® WetJet®, Swiffer® Dusters®, Swiffer® 360° Dusters, Swiffer®Dusters Extender, Swiffer® Dust and Shine and Swiffer® Steamboost® are used in more than 50 million households worldwide and continue to revolutionize the way people clean.

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 and cities 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. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine’s list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.ca.

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