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SCHOOLS: PREPARE YOUR APPETITE FOR THE LUNCH KIT COLLECTION CRAZE RECYCLING CONTEST

*Schneiders® Lunch Mate™ and TerraCycle® Partner to
Award Participating Schools and Individuals with Donations and Prizes*

Toronto, Ontario, Canada – January 18, 2021 –TerraCycle today announced the 2021 “Collection Craze” recycling challenge in partnership with Schneiders® Lunch Mate™. Designed to educate students, teachers and communities about maintaining healthy bodies and a healthy environment, participants compete to win either cash gift cards or donations for their school.

Starting January 15, schools located throughout Canada that participate in the Schneiders® Lunch Mate™ Recycling Program, a free, national program hosted by TerraCycle and Schneiders® Lunch Mate™, are eligible to compete for either cash gift cards or TerraCycle points which are redeemable for a cash payment to an organization or school of their choice.

Through March 31, participating schools will collect waste from their favorite Schneiders® Lunch Mate™ kits including plastic film, content packaging and plastic trays and send them to TerraCycle for recycling. Since students may be taking classes remotely, families are encouraged to collect the packaging and ship it to TerraCycle either independently or on behalf of their school before the end of the contest period.

The top 4 schools that collect and ship the most waste to TerraCycle by March 31 will each win \$500 in TerraCycle points. Additionally, five randomly selected participants in the program will be awarded \$100 each in cash gift cards.

For a chance to win an extra \$500 in TerraCycle points, participating schools are also invited to enter in a photo sweepstakes by submitting an image of their recycling bin or station. All photos must be submitted via TerraCycle’s sweepstakes form. Likewise, a \$500 cash gift card will be awarded to an individual or household who submits a photo of their recycling bin or station.

“The Collection Craze is a great way for students to engage with sustainability in a fun way at a young age,” explained Tom Szaky, TerraCycle Founder and CEO. “By participating, students and participants learn the value of their actions and how recycling can benefit both our environments and communities alike.”

The Schneiders® Lunch Mate™ Recycling Program is an ongoing activity, 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.

For instructions on how to sign up for the “Collection Craze” contest please visit <https://www.terracecycle.com/en-CA/contests/schneiders-lunchmate-collection-craze-2021>.

To learn more or get involved with the Schneiders® Lunch Mate™ Recycling Program, please visit <https://www.terracycle.com/en-CA/brigades/schneiders-lunchmate-en-ca>.

About Schneiders® Brand

Schneiders® has been a part of Canadian traditions for more than 125 years. It is the largest packaged meats brand in Canada, offering great tasting and high-quality meats, meals and lunch kits. Its signature brands include Schneiders®, Country Naturals®, Blue Ribbon® and Lunch Mate™. To learn more about the Schneiders® Lunch Mate™ brand please visit, www.lunchmatekits.ca.

About TerraCycle Canada

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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