

FOR IMMEDIATE RELEASE

CONTACT:

Shaye DiPasquale
TerraCycle
shaye.dipasquale@terracycle.ca

MESSAGE AND WELLNESS CLINIC ADDRESSES GROWING PROBLEM OF PPE WASTE WITH TERRACYCLE®

Dinosaur Valley Massage & Wellness Recycles The Unrecyclable With TerraCycle's Zero Waste Boxes

DRUMHELLER, AB. (June 15, 2021) - Dinosaur Valley Massage & Wellness has teamed up with TerraCycle to divert their hard-to-recycle waste from landfills through the Zero Waste Box program.

By placing the Safety Equipment and Protective Gear Zero Waste Box at the back of the store, the clinic's massage therapists can conveniently remove and recycle their personal protective equipment (PPE) after their appointments. The recycling solution helps the clinic safely address the provincial regulations requiring the use of disposable masks for registered massage therapists.

"We hope we are helping to reduce the occurrence of disposable masks being haphazardly discarded around our community," says Deana Hannem, founder of Dinosaur Valley Massage & Wellness. "Now that our therapists have to switch from reusable options, we felt it was our responsibility to ensure that disposable masks can be recycled properly."

TerraCycle's Zero Waste Boxes provide a convenient recycling solution for all types of single-use PPE, which are not recyclable through conventional recycling facilities. When positioned in public spaces such as grocery stores, schools and parks, Zero Waste Boxes encourage people to responsibly dispose of their protective gear instead of tossing items on the ground.

When customers return a PPE Zero Waste Box for recycling, it is received at a regional TerraCycle warehouse where the waste is manually sorted by material type. Once the material types have been sorted, the individual waste streams are sent to third party specialty subcontracting facilities for mechanical processing. After undergoing mechanical processing, the resulting material can be remolded into a variety of new products such as plastic shipping pallets, railroad ties or outdoor furniture.

Any recycling partner who purchases a PPE Zero Waste Box through Shopify can request a certificate of destruction (COD) once a year. The COD certifies the date and weight of the material received and guarantees that it has been properly defaced and recycled. TerraCycle does not incinerate or landfill any of the PPE that is accepted for recycling —all compliant materials are mechanically recycled. For more information on TerraCycle, please visit www.terracycle.ca.

About Dinosaur Valley Massage & Wellness

Dinosaur Valley Massage & Wellness is a clinic serving the Drumheller Valley that offers a variety of treatments, services and products to complement your wellness needs. More information regarding Dinosaur Valley Massage & Wellness can be found by visiting their Facebook page, www.facebook.com/DinoValleyMassage.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 20 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 also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. 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.

###