

MATTEL AND TERRACYCLE® TO HOST FREE TOY RECYCLING PROGRAM AT WALMART CANADA STORES

Customers Are Invited to Recycle All Brands of Outgrown, Non-donatable Toys at Participating Walmart Canada Locations During the Month of November

TORONTO, ON, November 3, 2022 – Starting today, eligible toys that have reached the end of their useful life, as well as packaging, can be brought in to participating Walmart Canada stores for recycling in collaboration with Mattel (NASDAQ: MAT) and TerraCycle.

Throughout the month of November, Canadians are invited to bring any such toys and their packaging to the participating Walmart Canada store locations listed [here](#), including board games; paper, cardboard, metal, rigid plastic and wood toys; action figures; dolls; and plush toys and any packaging. Batteries, toys with electronic components or that are battery-operated, and large items that cannot fit into the collection boxes will not be accepted by this program.

Toys or packaging can be dropped into collection boxes located at all participating Walmart Canada stores, near the customer service desk. Eligible toys and packaging collected in connection with this program will be recovered through TerraCycle, for the purpose of recycling and keeping these materials out of landfill.

“At this time of the year, toys are top of mind for Canadians. We’re proud to be offering Canadians the opportunity to recycle well-loved, non-donatable toys in collaboration with Mattel, providing our customers with a more sustainable solution,” explains Marc Ruffolo, Senior Director, Toys, Walmart Canada. “Providing an opportunity for our customers to recycle hard-to-recycle goods, like toys, is just one way we’re making an impact on our journey to becoming a regenerative company.”

“In addition to our take back program Mattel PlayBack, we are proud to collaborate with Walmart and TerraCycle to provide parents with yet another way to responsibly dispose of their Mattel products that have reached the end of their useful life with the aim of keeping these valuable materials in play and out of landfill,” said Pamela Gill-Alabaster, SVP Global Head of Sustainability and Social Impact at Mattel. “As we work to achieve our goal of 100% recycled, recyclable, or bio-based plastic materials in our products and packaging by 2030, collaborations like these help us to contribute to the circular economy.”

“Through the Toys Free Recycling Program, all brands of well-loved toys can now be diverted from landfills,” said Tom Szaky, CEO and Founder, TerraCycle. “It’s through beneficial collaborations, like the one we enjoy with Walmart Canada, and ground-breaking initiatives, like the Toys Free Recycling Program, that drive the importance of recycling, elicit change in the consumer and lead to the preservation of our environment for future generations to come.”

To learn more about this program and accepted waste, please visit <https://www.terracycle.com/en-CA/brigades/walmart-toys-ca-en>.

TerraCycle works with major manufacturers and retailers to recycle “difficult-to-recycle” products and packaging that would normally be thrown away. To learn more about TerraCycle and its innovative recycling solutions, please visit <http://www.terracycle.ca>.

About TerraCycle

TerraCycle is an international leader in innovative sustainability solutions, creating and operating first-of-their-kind platforms in recycling, recycled materials, and reuse. Across 21 countries, TerraCycle is on a mission to rethink waste and develop practical solutions for today’s complex waste challenges. The company engages an expansive multi-stakeholder community across a wide range of accessible programs, from Fortune 500 companies to schools and individuals, and has raised over \$44 million for schools and nonprofits since its founding more than 15 years ago. To learn more about TerraCycle and join them on their journey to move the world from a linear economy to a circular one, please visit www.terracycle.ca.

About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children’s and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. Founded in 1945, we operate in 35 locations and our products are available in more than 150 countries in collaboration with the world’s leading retail and ecommerce companies. Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at mattel.com.

About Walmart Canada

Walmart Canada operates a chain of more than 400 stores nationwide serving 1.5 million customers each day. Walmart Canada's flagship online store, Walmart.ca, is visited by more than 1.5 million customers daily. With more than 100,000 associates, Walmart Canada is one of Canada's largest employers and is ranked one of the country's top 10 most influential brands. Walmart Canada was recently recognized as a LinkedIn Top Company of 2022 and was also named one of Canada’s most popular brands (based on Google searches). Walmart Canada has made a commitment to regeneration – focusing on equitable opportunity, sustainability, community, ethics and integrity. Since 1994, Walmart Canada has raised over \$500 million to support communities across Canada. Additional information can be found at walmartcanada.ca and on Walmart Canada’s social media pages – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

For more information:

Sue Kauffman, TerraCycle Canada, sue.kauffman@terracycle.ca

Stephanie Fusco, Walmart Canada, stephanie.fusco@walmart.ca

Niki Kazakos, Mattel, Niki.Kazakos@Mattel.com

Casey McDonald, Mattel, Casey.McDonald@Mattel.com