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**MOUNTAIN VIEW SCHOOL NAMED GRAND PRIZE WINNER IN
SIXTH ANNUAL "RECYCLED PLAYGROUND CHALLENGE"**

Colgate® and ShopRite® Partnered with TerraCycle® to Award a New Playground to Local School

BRISTOL, CT, October 15, 2019 – Mountain View School, located in Bristol was named the grand prize winner of a new playground made from recycled oral care waste through this year's "Recycled Playground Challenge," courtesy of Colgate-Palmolive ("Colgate"), ShopRite and TerraCycle.

The school earned a total of 110,172 Playground Credits by recycling oral care waste, such as empty toothpaste tubes, toothbrushes and floss containers and via online voting by the local community. The new playground will be unveiled at a ribbon cutting ceremony held at the school on Oct. 22, 2019.

"We are so appreciative to have been able to participate in the Recycled Playground Challenge," said Mrs. Mary Hawk, Principal of Mountain View School. "This opportunity has not only taught the students a true understanding of the importance of recycling, but what they can achieve when they work together. Through the hard work of Mrs. Marcy Deschaine, the teacher that spearheaded this initiative, our amazing PTO, extremely supportive families and the leadership of Mayor Zoppo-Sassu and Superintendent Carbone, the city of Bristol rallied for their youngest citizens. This playscape will act as a daily reminder to our students and community to continue recycling."

The 2019 Recycled Playground Challenge launched in April in schools throughout New York, New Jersey, Pennsylvania, Delaware, Connecticut and Maryland that participate in the Colgate Oral Care Recycling Program, a free, national program operated by Colgate and TerraCycle. During the contest window, participating schools earned one Playground Credit for each unit ("unit" defined as 0.02 pounds of used, post-consumer oral care products and packaging) of oral care waste sent to TerraCycle for recycling. Schools earned additional Playground Credits by encouraging their community, parents and teachers to vote online.

"On behalf of Colgate, I am pleased to congratulate the students, parents and faculty of Mountain View School on winning the grand prize in the 2019 Recycled Playground Challenge," said Jean Luc Fischer, President, North America and Global Sustainability at Colgate-Palmolive. "The energy and enthusiasm they put into protecting the environment has truly made an impact in their community, and we hope the new playground will bring smiles to children for years to come."

The Colgate Oral Care Recycling Program is an ongoing activity, open to any individual, family, school or community group. For each piece of waste sent in participants earn money toward donations to the school or charity of their choice. To learn more about the program, please visit

<http://www.terracycle.com/colgate>. A full set of rules for the 2019 “Recycled Playground Challenge” can be viewed at <https://www.terracycle.com/en-US/contests/colgateshopriteplayground2019>.

About Colgate-Palmolive

Colgate-Palmolive is a leading global consumer products company, focused on Oral Care, Personal Care, Home Care and Pet Nutrition. With more than 34,000 people and its products sold in over 200 countries and territories, Colgate is known for household names such as Colgate, Palmolive, elmex, Tom’s of Maine, Sorriso, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sanex, Filorga, eltaMD, PCA Skin, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill’s Science Diet and Hill’s Prescription Diet. The company is also recognized for its leadership and innovation in promoting environmental sustainability and community wellbeing, including its achievements in saving water, reducing waste, promoting recyclability and improving the oral health of children through its Bright Smiles, Bright Futures program, which has reached more than one billion children since 1991. For more information about Colgate’s global business and how the company is building a future to smile about, visit <http://www.colgatepalmolive.com>.

About ShopRite

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative based in Keasbey, NJ, and the largest supermarket cooperative in the United States. With more than 270 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than six million customers each week. Through its ShopRite Partners In Caring program, ShopRite is dedicated to fighting hunger in the communities it serves. Since the program began in 1999, ShopRite Partners In Caring has donated \$43 million to food banks that support more than 2,200 worthy charities. As a title sponsor of the ShopRite LPGA Classic Presented by Acer, ShopRite has donated \$30 million to local organizations, hospitals and community groups. For more information, please visit www.shoprite.com.

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.com.

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