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COLGATE® AND MEIJER® GIVE LOCAL SCHOOLS SOMETHING TO SMILE ABOUT: THE RECYCLED PLAYGROUND CHALLENGE IS BACK

Companies Partner with TerraCycle® to Award a New Playground Made From Recycled Oral Care Waste

TRENTON, N.J., (April 22, 2019) – Today TerraCycle announced the fifth annual *Recycled Playground Challenge*, a contest in partnership with Colgate and Meijer, that encourages healthy smiles and a healthy environment among school children and their communities.

Beginning April 22, schools located throughout Michigan, Illinois, Indiana, Ohio, Kentucky and Wisconsin are encouraged to visit www.terracecycle.com/en-US/colgatemeijerplayground2019 and register for the 2019 Challenge. To participate, schools that are enrolled in the Colgate Oral Care Recycling Program can collect and recycle through TerraCycle used oral care waste and packaging, such as empty toothpaste tubes, toothbrushes and floss containers. The schools that collect the most waste will win a playground made from the recycled materials. The first and second runner-up schools and six honorable mention participants will be awarded Meijer gift cards.

“TerraCycle is thrilled that Colgate and Meijer have decided continue the *Recycled Playground Challenge* into 2019,” said TerraCycle CEO Tom Szaky. “It’s a chance for students and teachers to gain valuable knowledge about sustainability, as well as have a tangible impact not only at their school, but also make a difference within their larger community.”

Through June 30, each unit ("unit" defined as 0.02 lbs of used, post-consumer oral care products and packaging) of oral care waste that is sent to TerraCycle for recycling earns the participating schools one (1) ‘Playground Credit’ towards winning the grand prize playground made from recycled oral care waste that has been cleaned, processed, and remolded.

The full set of rules for the 2019 “Recycled Playground Challenge” can be viewed [here](#).

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 using a prepaid shipping label, participants earn money toward donations to the school or charity of their choice. To learn more about the program, please visit <http://www.terracecycle.com/colgate>. To learn more about the Colgate Oral Care Recycling Program and to sign up, please visit www.terracecycle.com/colgate.

About Colgate-Palmolive

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit

the Company's website at www.colgatepalmolive.com. To learn more about Colgate Bright Smiles, Bright Futures[®], Colgate's global oral health education program, please visit www.colgatebsbf.com.

About Meijer

Meijer is a Grand Rapids, Mich.-based retailer that operates 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

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, cities, and facilities 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. TerraCycle has won over 200 awards for sustainability and has donated over \$25 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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