

FOR IMMEDIATE RELEASE

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**MERCER ELEMENTARY SCHOOL ANNOUNCED WINNER OF NATIONWIDE
RECYCLING PROMOTION SPONSORED BY ENTENMANN'S® AND TERRACYCLE®**

**TerraCycle® and Entenmann's® Little Bites® Award School with a Prize Pack and 50,000
TerraCycle Points**

HAMILTON, New Jersey, March 12, 2019 – Mercer Elementary School of Hamilton won Entenmann's® Little Bites® “Small Bites, Big Collections” recycling contest by collecting a total of 5,874 empty Little Bites pouches. With help from recycling pioneer TerraCycle®, the accumulated waste will be cleaned, processed, and reshaped by for use in new plastic products.

As the winner, Mercer Elementary School will receive 50,000 TerraCycle points, school supplies, four custom collection boxes, and 50 boxes of Little Bites for their efforts. TerraCycle points are redeemable in the form of a cash donation to a non-profit of the winner's choice.

The Entenmann's® Little Bites® “Small Bites, Big Collections” contest launched September 1 and ran until December 31 nationwide for schools, clubs and community groups participating in the Entenmann's Little Bites Recycling Program, a free recycling program operated by Entenmann's Little Bites and TerraCycle.

“The sustainability of our future and environment is so important for the children of generations to come,” said Kim Bremer, Director of Marketing for Entenmann's Little Bites. “Entenmann's Little Bites feels honored and proud to stand next to TerraCycle in such an important global issue.”

Mercer Elementary School and other collectors participating in the Entenmann's® Little Bites® Pouch Recycling Program have diverted a considerable amount of plastic waste from landfills. To date, the program has recycled 4,217,634 pouches and donated over \$68,000 to schools and charities. The program is open to any individual, school or organization interested in reducing local landfill waste. To learn more about the Entenmann's Little Bites Pouch Recycling Program, please visit www.terracycle.com.

The full set of rules for the 2018 Entenmann's® Little Bites® “Small Bites, Big Collections” can be viewed at: <https://www.terracycle.com/en-US/contests/small-bites-big-collections>.

About Bimbo Bakeries USA

Bimbo Bakeries USA (BBU), headquartered in Horsham, PA, is the nation's leading baking company providing the highest quality baked goods at a great value to customers and consumers. This includes well-known brand Entenmann's®, producer of top quality donuts and cakes since 1898. In 1999, Entenmann's launched world-class Little Bites® Muffins, baked up soft and moist in pre-packaged,

portable pouches, making them perfect to snack on-the-go. Top selling varieties include Chocolate Chip, Blueberry and Brownie, and all are available nationwide in mass and grocery retailers, as well as club stores. For more information, visit www.littlebites.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, 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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