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NEW LOCAL INITIATIVE TO RECYCLE THE WORLD'S MOST LITTERED ITEM

North Wildwood Stomps-Out Cigarette Waste, Recycles over 38,000 Cigarette Butts with Help from TerraCycle Recycling Program

NORTH WILDWOOD, NJ (December 17, 2019) - The City of North Wildwood has joined forces with TerraCycle, the world's leader in the collection and repurposing of complex waste streams, to recycle the world's most littered item – cigarette butts. After being shipped to TerraCycle, the waste collected through the program is processed into plastic pellets for use in a variety of recycled products while the remaining tobacco is composted.

Through this program, the municipality of North Wildwood is not only addressing the nation's most commonly littered item but also a form of potentially harmful waste since plastic cigarette filters persist in the environment long after the associated paper and tobacco has decomposed. Since implementing the program, cigarette collection receptacles have been installed at each of the City's beach and boardwalk entrances in order to divert toxic cigarette waste from shared waterways while preserving the area's natural beauty.

The City decided to install the receptacles after smoking was prohibited on North Wildwood's boardwalks and in-response to the state-wide smoking ban recently implemented on New Jersey beaches. The initiative was funded by a small project grant provided by Sustainable Jersey, a nonprofit organization that provides tools, training and financial incentives to support community sustainability programs.

"With the recent state-wide beach smoking ban, The City of North Wildwood had to do something with the waste that would most certainly be littered on our beach, ocean, and piled at every beach entrance," said Mayor Patrick Rosenello. "We have known about TerraCycle for some time now, and I am grateful for their partnership, as well as Sustainable Jersey for funding to make this project a reality," continued Mayor Rosenello. "Cigarette butts are the largest contamination in our oceans, and North Wildwood was able to combat that waste by recycling over 38,000 cigarette butts through a partnership with TerraCycle and Sustainable Jersey."

All of the collected waste is shipped to TerraCycle for recycling. When processed, the paper and tobacco is separated from the filter and composted. The filter is recycled into plastic pellets which can be used by manufacturers to make a number of products such as shipping pallets, ashtrays and park benches.

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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