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**TERRACYCLE® PARTNERS WITH KEEP LIBERTY BEAUTIFUL TO RECYCLE
CIGARETTE BUTTS IN LIBERTY**

Recycling Initiative Helps Stomp-Out Cigarette Litter

LIBERTY, Georgia (January 28, 2019) – TerraCycle, the world’s leader in the collection and repurposing of complex waste streams, has joined forces with Keep Liberty Beautiful (KLB), a Keep America Beautiful affiliate, to collect and recycle cigarette butts throughout Liberty County and Fort Stewart.

“Because cigarette butts are so small, some people do not think they are littering,” said KLB Executive Director Karen Bell. “By working with volunteers throughout Liberty County to conduct cleanups and recycle the cigarette butts it brings awareness to the cigarette litter prevention program.”

Through this program, KLB is not only addressing the nation’s most commonly littered item but also a form of unbiodegradable plastic waste. Since implementing cigarette receptacles in 2014, Keep Liberty Beautiful has raised awareness and furthered their goal of achieving cigarette litter reduction throughout Liberty County and Fort Stewart.

KLB has placed cigarette receptacles in a variety of locations throughout the county including but not limited to: three in Riceboro Creek, one in the Midway Community Complex, one in Half Moon Marina and six at bus stops along General Screven Way. KLB currently maintains a total of thirteen cigarette receptacles throughout the county and ships all collected waste 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.

“These receptacles will help keep Liberty County free of one of the most littered items on the planet,” said Tom Szaky, founder and CEO of TerraCycle. “With this program, KLB is taking a step to reduce the amount of trash going to landfill while also preserving the area’s natural beauty.”

TerraCycle has collected hundreds of millions of cigarette butts globally. Additionally, through its various recycling programs, it has engaged over 100 million people across 21 countries to collect and recycle more than four billion pieces of waste that were otherwise non-recyclable.

About Keep Liberty Beautiful

Keep Liberty Beautiful is a community education, volunteer action organization focused on litter prevention, beautification and community improvement, waste reduction and recycling, storm-water pollution, water conservation education and awareness. KLB has been an affiliate of Keep America

Beautiful since 1983. Keep Liberty Beautiful embraces the goal of Keep America Beautiful: To engage individuals in taking greater responsibility for improving their community environments. Volunteers are the Heart of the award-winning Keep Liberty Beautiful Program. To volunteer or learn more about Keep Liberty Beautiful, please contact them at (912) 880-4888 or www.keeplibertybeautiful.org.

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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