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**TERRACYCLE® PARTNERS WITH KEEP GOLDEN ISLES BEAUTIFUL  
TO RECYCLE CIGARETTE BUTTS**

***Volunteers and Local Businesses Rally to Protect Salt Marsh Estuaries from Hazardous Plastic Waste***

**BRUNSWICK, Georgia (January 23, 2019)** – TerraCycle, the world’s leader in the collection and repurposing of complex waste streams, has joined forces with Keep Golden Isles Beautiful (KGIB), a Keep America Beautiful affiliate, to collect and recycle cigarette butts throughout Georgia’s barrier islands and the mainland city of Brunswick.

“Keep Golden Isles Beautiful is excited to partner with TerraCycle to provide cigarette recycling opportunities in the Golden Isles. Our proximity to the Atlantic Ocean and our abundance of saltwater marshes makes cigarette litter extremely problematic and detrimental to our coastal ecosystems,” said KGIB Executive Director Lea King-Badyna. “Recycling cigarette butts through TerraCycle is a win-win option and we are proud to partner in this initiative.”

Through this program, KGIB is not only addressing a form of unbiodegradable plastic waste but also the nation’s most commonly littered item. Indeed, this is especially dangerous for this otherwise pristine ecological area since the plastic litter is transported directly to the sea via storm drains, threatening the health of vital salt marsh estuaries.

KGIB volunteers collect the cigarette butts during routine litter removal efforts and ship them to TerraCycle for recycling. Several local businesses and organizations, including Maggie Mae’s Restaurant, Cast Aways Lounge and many Adopt-A-Highway groups have offered to collect the waste and serve as drop-off locations.

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 the Golden Isles free of one of the most littered items on the planet,” said Tom Szaky, the founder and CEO of TerraCycle. “With this program, KGIB 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 Golden Isles Beautiful**

Since 1979, Keep Golden Isles Beautiful has been a leader in helping keep the Golden Isles of Georgia clean, green and beautiful. A volunteer and community based educational organization, volunteers contribute 14,000+ hours annually in Keep Golden Isles Beautiful efforts, programs and initiatives. Keep Golden Isles Beautiful is a Keep America Beautiful and Keep Georgia Beautiful Foundation affiliate.

As a public/private partnership, Keep Golden Isles Beautiful depends on monetary, in-kind and volunteer support from individuals, businesses, local governments, civic/community organizations and schools to provide litter prevention, waste reduction, recycling, community greening, water resource and educational programming and activities to Brunswick and Glynn County citizens. A 501(C) 3 non-profit organization, Keep Golden Isles Beautiful functions under the leadership of a volunteer Board of Directors and Advisory Board and a two-person paid staff.

### **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](http://www.terracycle.com).

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