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CONTACT:

Veronica Rajadnya

TerraCycle

(609) 393-4252 x 3702

veronica.rajadnya@terracycle.com

**TRENTON RECYCLING COMPANY TO HOST 13TH ANNUAL JERSEY FRESH
GRAFFITI JAM**

Free Hip Hop Festival and Aerosol Showcase Celebrates Trenton Arts Community

TRENTON, N.J., August 6, 2018 – Art enthusiasts of all ages are invited to attend a free, all-day celebration of live painting and hip-hop music at TerraCycle headquarters in Trenton Saturday, August 11, noon-7 p.m. The 13th annual Jersey Fresh Jam is New Jersey's premier urban arts festival. Visitors can watch over 50 graffiti artists express their vision on the walls of TerraCycle and catch live performances from entertainers from around the country.

Organized by Jersey Fresh Jam cofounder and Trenton-based graffiti artist Leon Rainbow and the national art collective Vicious Styles Crew, the event features the four performing elements of hip hop: MCing, DJing, graffiti, and breakdancing. More than a dozen guest musical artists, including Tina Roy, Ren Thoma and Solo for Dolo, DJs and breakdancers will perform throughout the afternoon. Local food vendors will also be on hand serving a variety of food.

"Art conquers all, and the Jersey Fresh Jam will always be a day for culture and positivity," said Rainbow. "It is such a pure old school hip hop experience. Everything is for the love of hip hop and performing. With all the different types of different types of music, entertainment, food and culture, our goal is to bring the community together in a welcoming, safe space."

Since 2005, the Jersey Fresh Jam has grown from a local gathering of just a dozen graffiti artists into a lively, block-wide festival, celebrating the progression of urban art and hip hop culture. Each year, Jersey Fresh Jam attracts hundreds of visitors allowing the festival to expand with more artists and performances.

The magnitude of Jersey Fresh Jam not only provides a guaranteed place for graffiti artists to display their work, but also transforms the TerraCycle office into an urban art garden with all new murals and creative sculptures, year after year.

Event Details: Saturday, August 11 – noon to 7pm. The event is held at TerraCycle HQ, 121 New York Avenue, Trenton, N.J. 08638. (Rain Date: Sunday, August 12).

For more information about the event, visit:
www.jerseyfreshjam.com

About Vicious Styles Crew

VICIOUS STYLES CREW or VS CREW for short are a nationally known graffiti collective founded and based in Trenton, NJ. VS Crew has produced numerous graffiti productions throughout the East Coast and annually hosts New Jersey's largest Hip Hop festival, THE JERSEY FRESH JAM. VS Crew boasts membership across region and has a strong presence in every aspect of the graffiti movement. With a solid roster of talented artists, this crew is building a profound legacy to last and inspire many generations to come.

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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