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**LOCAL MIDDLE SCHOOL STUDENTS HELP CLASSMATES RECYCLE THE
UNRECYCLABLE**

East Norriton Middle Schoolers Utilize TerraCycle's Zero Waste Boxes for Class Recycling Project

NORRISTOWN, PA. (April 6, 2020) - The 7th grade Gifted Education class at East Norriton Middle School has teamed up with TerraCycle to help their school community divert used gum waste from landfills through the Zero Waste Box program.

The recycling project is part of a class assignment for students in the Project Earth class, taught by Victoria Strickland. Through their project, students hope to explore the environmental impact of recycling something that is not normally recycled. They are also excited to see how much gum they can collect from the school community.

By placing the Used Chewing Gum Zero Waste Box in the school lobby, students hope to encourage faculty, staff, visitors and fellow students to responsibly dispose of their gum. Small collection containers will be stationed in each classroom for convenient disposal. As the containers fill, they will be emptied into the Zero Waste Box.

This conventionally unrecyclable waste would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected chewing gum will now be pelletized with conventional plastics and turned into plastic resin.

TerraCycle, the world's leader in the collection and repurposing of complex waste streams, created the Zero Waste Box program to provide solutions for difficult-to-recycle waste that cannot be recycled through TerraCycle's brand-sponsored, national recycling programs or via standard municipal recycling. By implementing the Used Chewing Gum Zero Waste Box at East Norriton, the students hope to educate classmates about the importance of recycling hard-to-recycle waste.

"The students I teach are the future leaders of the world," says Strickland. "I believe it is important to ensure they are armed with information to help them be the best citizens possible. I also believe students learn by doing, so it is important to have them involved with action projects (like this gum recycling project) so that they can see the results first-hand."

All collected materials from the Zero Waste Box program are sent to TerraCycle for recycling, where they undergo a series of treatments before getting turned into new items. For more information on TerraCycle, please visit www.TerraCycle.com.

TerraCycle offers Zero Waste Boxes for nearly every category of waste. By purchasing Zero Waste Boxes, companies and consumers save trash from landfills and help reach TerraCycle's goal of creating a waste-free world.

About East Norriton Middle School

There are approximately 850 students, grades 5 through 8, currently attending East Norriton Middle School in Norristown, PA. Students come from every area of the district and each one brings unique talents and abilities to the school. Every day, students are challenged to become the best that they can be in all subjects and activities. East Norriton's mascot, the Bulldog, is known for its tenacious attitude and for never giving up. Bulldog Pride is everywhere at East Norriton, from the classroom to the stage to the athletic field. East Norriton is a place where Pride in Accomplishment is more than a motto – it's a way of life.

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 also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. 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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