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**LOCAL FILM FESTIVAL WORKS TOWARD ZERO WASTE GOALS WITH HELP FROM  
INNOVATIVE RECYCLING SOLUTION**

*Cleveland International Film Festival Reinforces Commitment to Sustainability with TerraCycle's Zero Waste Boxes Program*

**CLEVELAND, Ohio. (March 2, 2020)** - The Cleveland International Film Festival (CIFF) has partnered with international recycling leader TerraCycle® to minimize their plastic footprint. Through the Zero Waste Boxes program, CIFF employees and festival attendees can work together to offset the amount of plastic waste being sent to landfills or ending up in oceans.

The 44<sup>th</sup> CIFF will be held March 25<sup>th</sup>-April 5<sup>th</sup> and CIFF will set up zero waste stations around the festival in areas accessible to guests, staff and volunteers. Each station will have a Plastic Packaging Zero Waste Box and separate bins for compost, recycling, and mixed paper.

CIFF's sustainability efforts are led by the Green Team, a group of staff and volunteers who manage waste collection during the festival, weigh and report the outcomes, and educate staff, volunteers, and patrons about the importance of zero waste efforts. At last year's event, the Green Team helped collect 204.4 lbs of plastic waste through Zero Waste Boxes, and 9,192.5 lbs of total waste.

In Cuyahoga County, the only types of plastics eligible for curbside recycling are plastic bottles and jugs. The Plastic Packaging Zero Waste Box makes it easy and convenient for the CIFF team to recycle all other kinds of plastic waste, from food containers to packing peanuts.

"Implementing TerraCycle into our routine at our offices and at our festival has definitely made a difference," says Grace Sullivan, Green Team Manager at CIFF. "Not only are we preventing plastic of all sorts from ending up in landfills or the ocean, but we are spreading awareness to everyone who attends our festival."

Like most plastic packaging, the conventionally unrecyclable waste collected at the festival would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected packaging will now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

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.

CIFF hopes the implementation of TerraCycle's Zero Waste Boxes at the festival will help spread awareness about sustainability and zero waste efforts to all attendees.

"Through our sustainability initiatives, we have learned so much about all the ways we can make a difference," says Sullivan. "Once you start making the effort, you realize how many people around you want to make a difference, but don't know where to start. It's nice to be able to spread the message through your own actions, and to help others to do the same."

More information regarding the Cleveland International Film Festival can be found by visiting their website, [www.clevelandfilm.org](http://www.clevelandfilm.org). 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](http://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 Cleveland International Film Festival**

The Cleveland International Film Festival is a leader in helping the world discover the power of the film arts to educate, entertain, and celebrate an inclusive human experience. The CIFF promotes artistically and culturally significant film arts through education and exhibition to enrich the life of the community. In other words, the CIFF presents the newest and best films from around the world, and does everything in its power to make sure that its audience learns something along the way - about other cultures, about the topic at hand, about the experience from the filmmakers themselves.

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

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