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**LOCAL SMALL BUSINESS INTRODUCES NEW INITIATIVE TO MINIMIZE PLASTIC FOOTPRINT**

*Hippie Haven Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®*

**RAPID CITY, South Dakota. (January 21, 2020)** - Hippie Haven, South Dakota's first zero waste retail store & community space, has teamed up with TerraCycle to offer the community a solution to recycle traditionally unrecyclable waste through the Zero Waste Box program.

As a business, Hippie Haven is committed to helping customers reduce their environmental impact by offering plastic-free, vegan and cruelty-free alternatives to everyday products. With the Straws Zero Waste Box, the Oral Care Waste and Packaging Zero Waste Box and the Beauty Products and Packaging Zero Waste Box placed by the shop's front doors, customers can conveniently drop off their recyclables and shop for zero-waste alternatives at Hippie Haven. The shop is also a public drop-off location for the Gillette® Razor Local Recycling Solutions program and the Bausch + Lomb One by One Recycling program.

The conventionally unrecyclable waste collected through the Zero Waste Boxes 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. Hippie Haven decided to implement boxes that would reduce landfill waste while instilling sentiments of sustainability in the community.

"There are so many pieces of plastic out in the world, with more and more being made every day," says Hippie Haven founder, Callee Ackland. "These plastics break down into microplastics that impact all levels of life. Recycling every bit that we can and preventing new plastic from entering the ecosystem is crucial."

In addition to employing the Zero Waste Box program, Hippie Haven also hosts free DIY workshops and discussions on how to eliminate plastic from your daily routine and adopt more eco-conscious practices.

The shop prides itself on ensuring its commitment to the environment while educating the community on ways to adopt a zero-waste lifestyle.

More information regarding Hippy Haven can be found by visiting their website, <https://hippiehavenshop.com/>. 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 Hippy Haven**

Hippy Haven is a retailer of eco-friendly home goods and the first zero waste store in the state. Located in Downtown Rapid City, the store is also a hub for community workshops and serves as the production studio for Bestowed Essentials, Hippy Haven's sister wholesaler and the largest soap producer in the state.

### **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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