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

Nassau County Resident Recycles the Unrecyclable with TerraCycle's Zero Waste Boxes Program

NEW HYDE PARK, New York. (January 13, 2020) - When it comes to getting people to change their behaviors about mindlessly discarding waste, sometimes all it takes is the actions of one to inspire many. Nassau County resident, Lauren Jukofsky partnered with international recycling leader TerraCycle® to minimize her family's plastic footprint and educate members of her community about a convenient solution to recycle their waste.

Jukofsky has implemented a number of TerraCycle's Zero Waste Boxes in her own home and at a community drop-off location at her daughter's school, including the All-In-One Zero Waste Box, the Coffee Capsules Zero Waste Box, the Plastic Packaging Zero Waste Box, the Disposable Gloves Zero Waste Box, the Break Room Separation Zero Waste Box, the Stuffed Animals Zero Waste Box and the Styrofoam Zero Waste Box.

After meeting with the school's principal and PTA to implement the recycling programs, Jukofsky asked students to decorate receptacles for the collection of the conventionally unrecyclable materials. She arranged for a group of children to go from classroom to classroom to explain the TerraCycle project to fellow students. Jukofsky also created a TerraCycle Recycling Fundraiser Guide to inform parents about the initiative to collect waste and teach children to care for the Earth.

To further involve students, Jukofsky created a "Planet Protector" job for students in first through third grade. In the school lunchroom, the Planet Protector reminds any student with an Entenmann's Little Bites bag or an empty water bottle to place the waste in the appropriate collection bin. This job rotates to each student in the class.

In a society where single-use plastic is ubiquitous, Jukofsky sees many important reasons for her community to break their disposable habits and help divert waste from landfills.

"Styrofoam is terrible for the earth and never breaks down. Stuffed animals can live another life as a new stuffed animal," says Jukofsky. "I think about my children's future and want them to have everything that I have."

This conventionally unrecyclable waste would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected waste 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 otherwise cannot be recycled. Jukofsky decided to use boxes that would accommodate her community's specific needs and help spread local awareness about sustainability and zero waste living.

"We need to think about our planet and ensure our children have a healthy planet for their future," says Jukofsky. "We all need to take action and be more responsible."

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 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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