

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Alex Payne  
TerraCycle  
732.567.7922  
alex.payne@terracycle.com

**LOCAL SMALL BUSINESS HELPS COMMUNITY MINIMIZE PLASTIC FOOTPRINT**

*Jaime Durham now provides her neighbors with a modern solution to plastic waste with TerraCycle's Zero Waste Boxes*

**MADISON, WI (June 10, 2019)** – Jaime Durham, who runs her own minimalism blog and offers a decluttering service to her community, has teamed-up with TerraCycle to provide her community with a convenient solution to recycle traditionally non-recyclable waste with the Zero Waste Box program. The collected plastic snack wrapper packaging will be recycled into a variety of new consumer products such as park benches, bike racks, shipping pallets and recycling bins.

By placing the Zero Waste Boxes inside her local Piggly Wiggly, Jaime is helping her neighbors divert waste from landfills while simultaneously also instilling sentiments of sustainability throughout the community.

“I want to do whatever I can to help keep our communities clean so everyone can enjoy being out in nature,” says Jaime. “When I learned about TerraCycle, I was thrilled! Providing a zero waste box to my community not only helps keep hard-to-recycle plastics out of the landfill, it also inspires more eco-friendly living!”

By understanding that many people forgo sustainability for sheer convenience, Jaime is using TerraCycle's Zero Waste Boxes to bridge the gap between her neighbors' personal well-being and that of the planet.

Jaime created her blog to share how she decluttered her home while embracing a minimalistic lifestyle. She also offers sessions online and in-person to help others organize their own spaces. You can get more information on Jaime Durham by visiting her website <https://www.jaimedecollectors.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, everyday items. For more information, please visit [www.TerraCycle.com](http://www.TerraCycle.com).

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

**About Jaime Durham**

Jaime discovered minimalism after her twins turned two years old. Her house and life were filled and she yearned for simplicity. She started in her kitchen and moved through each room of her house. No space was left untouched. After two years, half their home was empty and their finances were freed up to accomplish their dream of visiting all 50 states with their kids. Now Jaime is bringing her talent and enthusiasm for decluttering to others. You can find out more about Jaime by visiting her website, <https://www.jaimedecollectors.com/>

**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 \$44 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](http://www.terracycle.com).

###