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**LOCAL OUTDOOR RECREATION RETAILER WORKS TOWARDS LEAVING
NO TRACE OF PLASTIC WASTE**

Backcountry Experience Reinforces Commitment to Natural World with Help from TerraCycle's Zero Waste Boxes

DURANGO, CO (October 11, 2019) In order to raise sustainability-awareness while simultaneously encouraging the preservation of natural spaces, Backcountry Experience, a local outdoor supply retailer, has introduced TerraCycle's Zero Waste Box program. Along with participating in conservation and stewardship programs, Backcountry Experience now diverts a considerable amount of plastic packaging from landfills, incinerators, or even the public lands in which its customers frequent.

The collected 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 next to their front door entrance, the business makes it easy and convenient for customers and employees to recycle garbage that is otherwise unrecyclable in La Plata County. Through recycling common types of plastic packaging, like energy bar wrappers, single-use plastic bags, or ready-to-eat meal pouches, the company is not only diverting waste from landfills but is also instilling sentiments of sustainability in employees and their families.

"We felt that it was our duty to provide a local solution to the hyper sensitive dilemma that single-use plastic bags represent to our community," said Backcountry Experience employee, Brandon Mathis. "We want to provide a way for others to participate in that solution and let our customers know that together we can all make a difference."

By understanding that many consumers forgo sustainability for sheer convenience, Backcountry Experience uses TerraCycle's Zero Waste Boxes to bridge the gap between an individual's personal well-being and that of the planet.

You can get more information on Backcountry Experience's business and values by visiting, <http://www.bcexp.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 products. For more information on TerraCycle, please visit www.TerraCycle.com.

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

About Backcountry Experience

Backcountry Experience, the boot fit and pack fit experts. At Backcountry Experience, we know how much it means to you to find adventure. From the park to the trails to the highest mountains to the deepest canyons. We're your local gear experts. Backcountry Experience. Live your passion.

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 over 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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