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**GRASSROOTS ENVIRONMENTAL MOVEMENT “KEEPS ON RECYCLING” DURING PANDEMIC**

*Tuesdays For Trash Encourages Community to Participate in TerraCycle’s #KeepOnRecycling Campaign*

**PORTLAND, Ore. (August 17, 2020)** - Tuesdays For Trash, a Portland-based grassroots environmental movement founded during the COVID-19 pandemic, diverts hard-to-recycle cigarette waste from landfills with help from international recycling leader, TerraCycle®.

With the surge of single-use plastic waste in the wake of COVID-19, the Tuesdays for Trash team is dedicated to helping people clean up their communities and find innovative ways to responsibly dispose of items they cannot recycle at home. In July, the Tuesdays for Trash team joined TerraCycle’s [Cigarette Waste Recycling Program](#) and launched a month-long challenge focused on cigarette butt litter pickup. Together, challenge participants collected over 5,000 cigarette butts to send to TerraCycle.

The Tuesdays for Trash team chose to “keep on recycling” with TerraCycle as a way to do their part for the planet and encourage others to do the same.

“The #KeepOnRecycling campaign encourages individuals to keep positively contributing to their communities and encourages safe and responsible activism,” says Sharona Shnayder, co-founder of Tuesdays for Trash. “Just because we’re in a pandemic doesn’t mean we’re not still facing a climate emergency and raising that awareness is critical in ensuring our futures on Earth.”

The cigarette waste collected by Tuesdays For Trash would otherwise be landfilled, incinerated, or contribute to the pollution of marine habitats. Through TerraCycle, this conventionally unrecyclable waste can now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

“We recycle because we hope to look back someday and be able to say we did everything we could to preserve this Planet we call home,” says Shnayder. “We recycle in an effort to be a part of the changes we wish to see in society and become leaders in their implementation.”

More information regarding Tuesdays For Trash can be found by visiting their website, [tuesdaysfortrash.com](https://tuesdaysfortrash.com). Through TerraCycle’s Keep On Recycling global campaign, participants are rewarded for continuing to collect products and packaging for TerraCycle recycling programs. A full set of rules for the Keep On Recycling campaign can be viewed: <https://www.terracycle.com/en-US/contests/keep-on-recycling-2020>

**About Tuesdays For Trash**

Tuesdays for Trash is a grassroots environmental movement founded on May 5th, 2020 by two youth activists in Oregon during the COVID-19 pandemic. These activists experienced difficulty feeling connected and finding ways to positively contribute to their communities. While dedicating spare time to clean up their University park blocks, they realized picking up trash is a simple and safe way to practice environmental activism that anyone can do wherever they are. So together they launched the movement with the notion that small acts of change when multiplied can transform the world.

Tuesdays for Trash cleans and improves communities around the world by mobilizing participants to safely venture out and pick up trash in their neighborhoods and natural areas. Join the movement every Tuesday: pick up trash in your neighborhood, encourage others to do so and share your efforts using the hashtag #TuesdaysforTrash.

### **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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