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## **LOCAL ELEMENTARY SCHOOL HELPS COMMUNITY TO RECYCLE THE UNRECYCLABLE**

*Boucherville Elementary School Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®*

**BOUCHERVILLE, Quebec. (November 9th, 2020)** - Boucherville Elementary School has partnered with TerraCycle to offer the local community a convenient solution to recycle traditionally unrecyclable PPE, school supplies, and coffee product packaging through the Zero Waste Box program. As an educational institution, Boucherville Elementary School is committed to raising awareness among its student body and parent community about the importance of recycling to protect the planet.

“Every little act counts and just because there is a pandemic doesn’t mean that we have to pause our initiatives,” said Jenny Brousseau, Principal of Boucherville Elementary School. “We cannot imagine just how many masks will be thrown away. It is actually heartbreaking to think about it.”

By placing a Coffee Capsules Zero Waste Box in the break room, a Safety Equipment and Protective Gear Zero Waste Box in the main doorway, as well as the Markers Zero Waste Box, and Alkaline Batteries Zero Waste Box in the office area, Boucherville Elementary helps students, teachers, and parents divert waste from landfills while instilling sentiments of sustainability throughout the community.

Like most plastic packaging, the collected waste 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. Boucherville Elementary School hopes its implementation of TerraCycle’s Zero Waste Boxes will help encourage other schools to become mindful of their waste production and prevent “recyclables” from ending up in landfills and oceans.

“We only have one health and so does the earth,” said Brousseau. “We cannot protect one at the detriment of the other!”

More information regarding Boucherville Elementary School can be found by visiting their website, <https://www.rsb.qc.ca/school/boucherville-elementary>. 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.ca](http://www.TerraCycle.ca).

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 Boucherville Elementary School**

Boucherville Elementary School is a part of the Riverside School Board located in Boucherville, Quebec. One of Quebec's English school boards, Riverside is committed to providing an engaging, inclusive, adaptive and bilingual environment that empowers learners to achieve their full potential. At Boucherville Elementary, students, staff and community work together to ensure success for all!

### **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.ca](http://www.TerraCycle.ca).

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