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***Photos available upon request**

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**LOCAL VOLUNTEERS HIT MILESTONE RECYCLING THE WORLD'S MOST LITTERED
ITEM WHILE PRESERVING AREA'S BEAUTY AND WILDLIFE**

***Pacific Beach Coalition Stomps-Out Over 1,000 Pounds of Cigarette Litter and Earns Donations from
Keep America Beautiful with Help from TerraCycle Recycling Program***

PACIFICA, California (December 8, 2020) – The Pacific Beach Coalition, a local non-profit dedicated to ending litter while preserving coastal habitats and wildlife through community outreach, has joined forces with TerraCycle, the world's leader in the collection and repurposing of complex waste streams, to collect and recycle cigarette butts throughout Pacifica. The non-profit organization now celebrates recycling over 1,000 pounds of cigarette waste, which translates to more than 1,000,000 individual cigarettes, since the program's conception.

Through this program, Pacific Beach Coalition is not only addressing the world's most commonly littered item but also a form of potentially toxic plastic waste. The Pacific Beach Coalition currently maintains over 50 receptacles placed along well-traversed routes throughout Pacifica and down the San Mateo Coast. They also host specially organized "Butt Blitz" cleanup events to collect and divert additional cigarette waste directly from marine habitats. The majority of the filters are collected from beaches, parking lots, and streets along the San Mateo Coast by Pacific Beach Coalition volunteers.

The collected waste is shipped to TerraCycle for recycling and when processed, the paper and tobacco is separated from the filter and composted. The filter is then recycled into plastic pellets which can be used by manufacturers to make a number of products such as shipping pallets, ashtrays and park benches.

"I am extremely proud of the Pacific Beach Coalition membership team and the thousands of volunteers who have picked up tobacco litter since 1997," said Lynn Adams, Pacific Beach Coalition President. "While not all filters make their way to TerraCycle, we can now celebrate the one millionth filter that has been kept out of the ocean and out of landfill to be recycled since just 2014. We all wish for stronger legislation against tobacco litter and that our dreams of filterless cigarettes come true in the very near future."

In addition to adopting TerraCycle's Cigarette Recycling Program in 2014, the Pacific Beach Coalition also organizes beach cleanups, habitat restoration projects and school assemblies in order to educate both adults and children about the dangers of plastic, cigarette butts, microplastics, and how their daily habits

have an impact on wildlife and habitats.

By depositing used cigarette butts in Pacifica receptacles, locals and visitors are supporting the fight against cigarette waste nationwide. For every pound of cigarette waste collected through the entire Cigarette Waste Brigade, \$1 is donated towards the Keep America Beautiful Cigarette Litter Prevention Program.

TerraCycle has collected hundreds of millions of cigarette butts globally. Additionally, through its various recycling programs, it has engaged over 200 million people across 20 countries to collect and recycle more than eight billion pieces of waste that were otherwise non-recyclable.

About Pacific Beach Coalition

The Pacific Beach Coalition is a registered 501(c)(3) non-profit organization dedicated to preserving the ocean, coastal habitat, and wildlife, and ending litter through advocacy, education, community building, and citizen action. To find more about their mission you can visit their website <https://www.pacificbeachcoalition.org/>

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 20 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 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.