

## FOR IMMEDIATE RELEASE

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### GAMIFIED RECYCLING WITH REZOUND BY TERRACYCLE - RECYCLING NEVER SOUNDED SO GOOD

*Award-Winning Recycling Expert Offers Interactive Way to Increase Recycling Rates Anywhere*

**TRENTON, N.J. (January 5, 2021)** – Is there anything more satisfying than the *cling!* of a bottle or can making its way into a recycling bin? In effort to help organizations and companies alike increase recycling rates and reach their sustainability goals, international recycling leader TerraCycle created ReZound, an easy-to-use device that attaches to recycling bins and encourages recycling through positive audible feedback.

The device can be installed in nearly any recycling bin and comes pre-loaded with twenty recycling themed sound clips. Every time a recyclable is placed in the bin, ReZound will play music, a fun sound effect, or encouraging words to make recycling an interactive and rewarding experience.

Here's how ReZound works:

- **Install** - Attach the ReZound device to the desired recycling bin.
- **Recycle** – Place a recyclable, like a bottle or can, into the recycling bin to trigger the device's sensors.
- **Reward** –ReZound provides the user with a positive audible affirmation for doing their part to recycle.

With a weather and tamper-resistant design and the option for a solar-powered charging function, ReZound devices are functional anywhere, allowing recycling bins to be placed outdoors with little maintenance or supervision required. ReZound can also be customized with sounds to bring excitement to recycling in a variety of public locations including:

- Offices
- Stadiums
- Parks and recreational centers
- Schools and college campuses
- Music venues and event centers
- Theme parks and zoos

“At TerraCycle, we are constantly innovating new ways to drive our mission to ‘Eliminate the Idea of Waste’,” said Tom Szaky, TerraCycle Founder and CEO. “ReZound offers a fun, engaging way to educate and motivate more people to recycle and reduce waste in their communities.”

To learn more about the ReZound device, visit <https://www.terracycle.com/en-US/pages/rezound>

#### **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 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).