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BRITA® AND MEIJER® HELP LOCAL STUDENTS LEARN AND GROW WITH RECYCLED GARDEN

Companies Partner with TerraCycle® to Award Recycled Learning Garden To Local School

TRENTON, N.J., (April 6, 2021) – Just in time to celebrate Earth Month, international recycling leader TerraCycle announced today the 2021 Brita® and Meijer® Recycled Learning Garden Contest. This program creates an opportunity for one school’s children and its community to learn more about the importance of healthy water and a clean planet through gardening. a

Schools located throughout Michigan, Illinois, Indiana, Ohio, Kentucky and Wisconsin who are enrolled in any TerraCycle National Recycling Program are eligible to participate in the contest.

Beginning March 15, shoppers can cast their vote for a local school by visiting a nearby Meijer® store and scanning the QR code on the Brita® display with their phones. Consumers can also vote from the comfort of their home by visiting the contest page, <https://www.terracycle.com/britameijer2021>. No purchase is necessary to enter or win.

Each vote cast through July 15 will earn participating schools one (1) ‘vote’ towards winning the grand prize learning garden bundle consisting of recycled garden beds, picnic tables, benches and more.

“At TerraCycle, we value teaching kids about the importance of respecting the planet and protecting its vital natural resources,” said TerraCycle CEO Tom Szaky. “As part of this contest, Brita and Meijer have chosen not only to promote sustainability to their consumers, but also to make a donation to fund this prize that will have a profound, long-term impact on a deserving community.”

The full set of rules for the 2021 “Brita® and Meijer® Recycled Learning Garden Contest” can be viewed [here](#).

About Brita

Brita® markets a variety of products, including water pitchers, faucet filters and bottles, that make it easy to get cleaner, great-tasting water from any tap. Brita products are marketed by The Clorox Company (NYSE: [CLX](#)), a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 billion.

About Meijer

Meijer is a Grand Rapids, Mich.-based retailer that operates 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

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.

For each piece of waste sent in to TerraCycle through the Brita® Recycling Program, participants earn money toward donations to the school or charity of their choice. To learn more about the program, please visit <https://www.terracycle.com/en-US/brigades/brita-brigade>.

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