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Photos available upon request

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**ASSUMPTION OF THE BLESSED VIRGIN MARY SCHOOL AND WEST SIDE
CHRISTIAN SCHOOL ENTER RECYCLING CONTEST TO WIN RECYCLED
SCHOOL SUPPLIES FROM COLGATE®, MEIJER® & TERRACYCLE®**

Students Join Recycling Program to Win School Supplies Made from Oral Care Products

KENT COUNTY, MI., May 25, 2021 – Assumption of the Blessed Virgin Mary School and West Side Christian School are competing to win school supplies made from recycled oral care waste through the annual Colgate® and Meijer® School Challenge in collaboration with TerraCycle®.

"It is our hope to show children that they can do small things that make a BIG difference in our world," said Dorothy Remington, Oral Care Recycling Coordinator at Assumption of the Blessed Virgin Mary School.

The schools will earn one (1) 'School Supply Credit' for each unit ("unit" defined as 0.02 lbs of used, post-consumer oral care products and packaging) of oral care waste, such as empty toothpaste tubes and floss containers, sent to TerraCycle for recycling. An additional credit is earned for every online vote cast for the school <http://www.terracycle.com/en-US/contests/colgatemeijerschoolcontest2021> before June 19, 2021. The grand, second and third prize school supplies bundles will be made from recycled oral care waste collected through the Colgate® Oral Care Recycling Program, a free, national program operated by Colgate and TerraCycle.

"West Side Christian School and its community are committed to stewardship and caring for the Earth. We actively participate and promote programs to reduce, reuse, and recycle everyday items," said An Kurosu, Head of School at West Side Christian School. "Through TerraCycle and the partnership with Colgate and Meijer, we are able to have less waste in our landfills."

The Colgate® and Meijer® School Challenge launched March 28th in schools throughout Michigan, Illinois, Indiana, Ohio, Kentucky and Wisconsin that participate in the Colgate Oral Care Recycling Program. At the end of the contest period, the leading school will be eligible to receive a school supplies bundle made from oral care plastic waste including desk and chair sets, backpacks, pencil cases and pens (valued at \$53,000), while the first and second runners-up will be eligible to receive similar school supplies bundles, also made from recycled oral care plastic, valued at \$24,000 and \$15,500, respectively.

The full set of rules for the 2021 "Colgate® and Meijer® School Challenge" can be viewed: <http://www.terracycle.com/en-US/contests/colgatemeijerschoolcontest2021>.

The Colgate Oral Care Recycling Program is an ongoing activity, open to any individual, family, school or community group. For each piece of waste sent in using a prepaid shipping label, participants earn money toward donations to the school or charity of their choice. To learn more about the program, please visit www.terracycle.com/colgate.

About Colgate-Palmolive

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's website at www.colgatepalmolive.com. To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit www.colgatebsbf.com.

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, cities, and facilities 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. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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