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**LOCAL ONLINE CRAFT SELLER HELPS STOMP OUT WORLD'S MOST LITTERED ITEM
WITH TERRACYCLE'S CIGARETTE RECYCLING PROGRAM**

Natalie R. Allen of Rochester Joins TerraCycle in Eliminating Cigarette Litter

ROCHESTER, N.Y., July 13, 2021 - A local online craft seller named Natalie R. Allen recently joined TerraCycle, the world's leader in the collection and repurposing of complex waste streams, to eliminate the world's most littered item by collecting and sending in used cigarette butts. After being shipped to TerraCycle, the waste collected through the program is processed into plastic pellets for use in a variety of recycled products while the remaining tobacco is composted.

Allen recalls being taught by her mother to always recycle and reuse. She was raised with the mentality that recycling even the smallest items could make a big difference. Allen plans to continue recycling as much as possible to help keep the earth clean for future generations.

"I had no idea you could even recycle cigarettes so this one really blew me away! I don't even smoke but I collect cigarettes from people I know that do smoke," said Allen.

When she isn't recycling, Allen runs a small craft business from her home. For more information visit her product website, <https://www.etsy.com/shop/Dreamercraftsbynat>.

Anyone can make a difference in recycling one of the most littered items in the world by signing up for TerraCycle's Cigarette Waste Recycling Program at <https://www.terracycle.com/en-US/brigades/cigarette-waste-recycling>.

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

TerraCycle has collected hundreds of millions of cigarette butts globally. Additionally, through its various recycling programs, it has engaged over 202 million people across 20 countries to collect and recycle billions of pieces of waste that were otherwise non-recyclable, all while raising over 44 million dollars for charities around the world.

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.

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