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**LOCAL ENVIRONMENTAL GROUP HELPS STOMP OUT WORLD'S MOST LITTERED
ITEM WITH TERRACYCLE'S CIGARETTE RECYCLING PROGRAM**

*Belfast Bay Watershed Coalition joins TerraCycle's Cigarette Waste Recycling Program to Help Eliminate
Cigarette Litter*

BELFAST, ME, July 18, 2021 - Local environmental group, Belfast Bay Watershed Coalition, has teamed up with TerraCycle, the world's leader in the collection and repurposing of complex waste streams, to collect and recycle the world's most littered item - 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.

The Belfast Bay Watershed Coalition, otherwise known as the "Butt Busters", has placed 14 Butt Receptacle units throughout the city of Belfast, making it easy for community members to divert cigarette waste from the community's streets and ecosystems. In May, 600+ community members participated in the Keeping Belfast Maine Beautiful clean-up event – collecting 95,400 cigarette butts! Several boxes were proudly mailed off to Terracycle the next day.

"Cigarette butts surround the street drains which carry them directly into the bay, poisoning all living things there," said Debbie Murphy, a representative of Belfast Bay Watershed Coalition. "Also, the unsightliness of the streets with this litter is disgusting."

Around the world, people litter more than 4.5 trillion cigarette butts every year and depending on conditions, it can take anywhere from 18 months to 10 years for a cigarette filter to decompose. Belfast Bay Watershed Coalition is trying to make a dent in the number of cigarette butts left behind across Maine's ecosystems with its participation in TerraCycle's Cigarette Recycling Program.

The environmental group is dedicated to conservation and stewardship of the natural and public resources of the Belfast Bay watershed. The Butt Busters have proven this dedication not only through their involvement in TerraCycle's Cigarette Recycling Program, but also through various informational programs that advocate for environmental protection.

All of the waste collected through the Cigarette Waste 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 Belfast Bay Watershed Coalition

The Belfast Bay Watershed Coalition (BBWC) is a group of individuals working to support conservation and stewardship of natural, scenic, historic, and public resources through research, community-building, and education. To preserve and sustain the ecological integrity of the Belfast Bay watershed.

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.

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