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

*Together, Karen Ritchey, her Husband and Daughter Join TerraCycle's Cigarette Waste Recycling  
Program to Help Eliminate Cigarette Litter*

**PASO ROBLES, C.A., August 31, 2021** - Local environmental activist, Karen Ritchey, 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.

When she moved to Paso Robles, Karen Ritchey was troubled by the amount of litter in the otherwise scenic community. This immediately prompted her desire to dig deeper into environmental activism. Ritchey wanted to know where she could help change an issue that seemed overwhelming.

"I sat in on a Zoom meeting through ECO SLO and they talked about microplastics in our waterways and oceans. It was horrifying," said Ritchey. "A young surfer turned activist named Taylor Lane talked about all the cigarettes in the ocean and on the beach. He collected 10,000 butts and made a surfboard to highlight the devastation pollution is causing to our environment. I reached out to him and through him found TerraCycle's recycling program."

It was then that Ritchey made the decision to join TerraCycle in collecting the littered butts in her community through the Cigarette Waste Recycling Program. What started as collecting butts during her daily walks, eventually turned into placing a collection receptacle outside the local Albertson's Supermarket and monitoring it over time.

"I started a blog to write about how we as a family are making a difference in our daily lives to help be part of the solution. When we walk our dogs, we always take a trash bag and clean up (not only after our dogs but any trash we see along our route)," said Ritchey.

Check out Ritchey's blog at <http://www.oneshotonearth.com>.

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 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](http://www.terracycle.com).

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