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**INCLUSIVE UNDERWEAR BRAND PARADE EXPANDS SUSTAINABILITY EFFORTS BY
LAUNCHING FIRST FREE RECYCLING PROGRAM IN THE USA WITH TERRACYCLE**

Consumers are Invited to Recycle any Brand of Clean Underwear Through the Program

NEW YORK, NY (January 18, 2022) -- [Parade](#), the community-first brand, is proud to launch alongside international recycling leader [TerraCycle](#)® a bold new opportunity for consumers to recycle any brand of underwear through its latest sustainability initiative: [Second Life by Parade](#). This is a first-of-its-kind national recycling program through TerraCycle, for the underwear category that aims to help individuals reduce their carbon footprint.

“Second Life by Parade helps redefine sustainability on both a brand and consumer level,” said Kerry Steib, Head of Impact and Communications at Parade. “We already create products out of sustainable materials, but we know that’s only part of the challenge. Second Life by Parade will help address the category’s end-of-life problem by repurposing fabrics without using virgin materials.”

Second Life by Parade employs a holistic approach to the entire intimates value chain with its free, easy and rewarding program. Parade shoppers can visit Parade’s website to request and receive a complimentary Second Life by Parade package which consists of a biodegradable bag and prepaid shipping label, which eliminates the headache and guesswork for the consumer. To further reduce the carbon footprint of the shipments, we suggest that recipients send back as many pairs of underwear that will fit in the package, and in return receive 20% Parade credit to spend on anything of their choosing. Products collected through Second Life by Parade are recycled into new products like insulation, furniture, bedding, and more.

“This launch provides consumers with the opportunity to responsibly recycle their used intimate apparel and ensure that it is diverted from the landfill,” said TerraCycle CEO and Founder, Tom Szaky. “Together with Parade we are providing an end-to-end recycling program that will make it easier for consumers to mitigate their carbon footprint and have a positive impact on the environment for future generations.”

Parade is on track to become carbon positive by 2025 and is the first-ever intimates brand to commit to [Science Based Targets Initiative](#), an organization that drives ambitious climate action in the private sector by enabling companies to set science-based emission reduction targets. The brand will be releasing these targets in the coming days, which will offer greater transparency into the process for the industry at large as well as socially-minded consumers. Currently, Parade utilizes recycled fabrics in its products and ships via recycled and recyclable packaging, all while donating 1% of profits to a myriad of charitable organizations they have supported since brand inception.

Any interested individual, office, or community organization can participate in Second Life by Parade by visiting <http://www.yourparade.com/recycle>.

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ABOUT PARADE: Parade is a community-first brand that champions bold self-expression and sustainability. Since its 2019 inception, Parade has galvanized a grassroots revolution to rewrite a new underwear story through creative basics that prioritize style, inclusive fit, sustainability, and affordability. Parade is dedicated to protecting self-expression in all its forms and manifestations by investing in non-profit organizations which work to provide accessible sex education and gender-affirming therapy for all. The brand is also committed to becoming an entirely carbon neutral business by the end of 2022. Join the Parade by visiting yourparade.com and follow the brand on Instagram [@parade](https://www.instagram.com/parade).

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.