

**FOR IMMEDIATE RELEASE**

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## **FILL UP YOUR FALL WITHOUT THE WASTE THROUGH THE SOLO® CUP RECYCLING PROGRAM**

*Celebrate More Sustainably this Fall with SOLO's Free National Recycling Program  
in Partnership with TerraCycle*

**TRENTON, N.J., August 29, 2022** – As fall celebrations go into full swing, hosts are stocking up on party supplies, preparing tailgate-inspired eats, firing up the grill and honing signature cocktails for guests to enjoy the perfect soiree and crisp autumn weather. And when the party's over, hosts can reduce waste by recycling their plastic party cups with TerraCycle through the free SOLO® Cup Recycling Program.

"Our partnership with TerraCycle has already diverted more than five million tons of rigid plastic cups from landfills to create useful next-life items," said Kimberly Healy, Vice President of Product Strategy for the SOLO® brand. "Colleges and schools, community groups and individuals can bring family and friends together to watch their favorite sports team or celebrate the holidays while doing their part to recycle. As part of our commitment to sustainability, SOLO® continues to offer this recycling opportunity in collaboration with TerraCycle to support next-life options for our iconic party cup and all others."

The free SOLO® Cup Recycling Program accepts all brands of #6 rigid plastic cups. Participation is easy: sign up on the TerraCycle program page at <https://www.terracycle.com/en-US/brigades/solo-r-cup-brigade-r> and mail in your used cups using a prepaid shipping label. Once collected, the plastic material is cleaned, melted, pelletized and used to create new products such as shipping pallets and park benches.

"At TerraCycle, we want people to have fun and feel good about protecting the planet," said Tom Szaky, TerraCycle Founder and CEO. "Through the SOLO® Cup Recycling Program, hosts can easily reduce waste without sacrificing the enjoyment of their guests."

The SOLO® Cup Recycling Program is 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 TerraCycle's recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

### **About SOLO®**

Since 1936, SOLO® has inspired millions to celebrate food, fun and family at dinner tables, picnics, office water coolers and restaurants. As the creator of the iconic Red SOLO® Cup, SOLO® offers a wide variety of tabletop solutions to help you focus on the moments that matter. Visit [www.SOLOcup.com](http://www.SOLOcup.com) for tips to add a little fun into every drink or meal you serve.

SOLO® is a registered trademark of Dart Container Corporation.

### **About TerraCycle**

TerraCycle is an international leader in innovative sustainability solutions, creating and operating first-of-their-kind platforms in recycling, recycled materials, and reuse. Across 21 countries, TerraCycle is on a mission to rethink waste and develop practical solutions for today's complex waste challenges. The

company engages an expansive multi-stakeholder community across a wide range of accessible programs, from Fortune 500 companies to schools and individuals, and has raised over \$44 million for schools and nonprofits since its founding more than 15 years ago. To learn more about TerraCycle and join them on their journey to move the world from a linear economy to a circular one, please visit [www.terracycle.com](http://www.terracycle.com).

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