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TRENTON RECYCLING COMPANY TO HOST 17TH ANNUAL JERSEY FRESH GRAFFITI JAM

Free Hip Hop Festival and Aerosol Showcase Celebrates Trenton Arts Community

TRENTON, N.J., August 16, 2022 – Art enthusiasts of all ages are invited to attend a free, all-day celebration of live painting and hip-hop music at TerraCycle headquarters in Trenton on Saturday, August 27 from noon until 7 p.m. Now celebrating its 17th year, the annual Jersey Fresh Jam is one the most respected celebrations of Hip-Hop culture on the east coast. Visitors can watch dozens of graffiti artists express their vision on the walls of TerraCycle while catching live performances from deejays and rappers.

Organized by Jersey Fresh Jam co-founder and Trenton-based graffiti artist Leon Rainbow and the national art collective Vicious Styles Crew, the event features the four performing elements of Hip-Hop: MCing, DJing, graffiti, and breakdancing. A variety of local and regionally known musical artists, including DJ Webb Whonasked, Ant Live!, Moja, DJ Fatha Ramzee and more will showcase their talent while breakdancers perform throughout the afternoon. Local food vendors will also be on-hand serving a variety of refreshments.

“Art conquers all, and the Jersey Fresh Jam will always be a day for culture and positivity,” said Rainbow. “It is such a pure old-school Hip-Hop experience. Everything is for the love of Hip-Hop and performing. With all the different types of different types of music, entertainment, food and culture, our goal is to bring the community together in a welcoming, safe space.”

Since 2005, the Jersey Fresh Jam has grown from a local gathering of just a dozen graffiti artists into a lively, block-wide festival, celebrating the progression of urban art and Hip-Hop culture. This year, in addition to the Jersey Fresh Jam, two more events were organized by the Jersey Fresh crew, including the Get Fresh Art Exhibition at the Passage Theatre on August 5, and also the Break N’ Skate Kick Off Party slated for Friday, August 26, 2022 from 6 PM - 10 PM at Freedom Skate Park in Trenton. Presented by Retro Flow Crew & Under the Foot Dance and Fitness, the event will feature a 2 vs 2 breakdancing competition and skate jam to kick-off a weekend of arts, entertainment, and celebration.

The magnitude of Jersey Fresh Jam not only provides a guaranteed place for graffiti artists to display their work, but also transforms the TerraCycle office into an urban art garden with all new murals and creative sculptures, year after year.

For more information about the 2022 Jersey Fresh Jam, visit: www.jerseyfreshjam.com

2022 Jersey Fresh Jam Event Details: Saturday, August 27 – noon to 7pm. The event is held at TerraCycle HQ, 1 TerraCycle Way, Trenton, N.J. 08638.

About Vicious Styles Crew

VICIOUS STYLES CREW or VS CREW for short are a nationally known graffiti collective founded and based in Trenton, NJ. VS Crew has produced numerous graffiti productions throughout the East Coast and annually hosts New Jersey's largest Hip Hop festival, THE JERSEY FRESH JAM. VS Crew boasts membership across region and has a strong presence in every aspect of the graffiti movement. With a solid roster of talented artists, this crew is building a profound legacy to last and inspire many generations to come.

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.

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