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**VTECH® & LEAPFROG® EXPAND THEIR PARTNERSHIP WITH  
TERRACYCLE FURTHER SIMPLIFYING THE RECYCLING OF  
ELECTRONIC TOYS WITH THE ANNOUNCEMENT OF A FREE  
PUBLIC DROP OFF PROGRAM**

*The VTech & LeapFrog Toys Public Drop-Off Program is making strides to combat plastic toy waste and provide more sustainable options for parents and families*

**TRENTON, NJ, (November 30, 2022)** – VTech and LeapFrog, the world leaders in age-appropriate and developmental stage-based electronic learning products for children, has partnered with an international recycler, TerraCycle, to invite local businesses and educational institutions to become a public drop-off location for the VTech & LeapFrog Toys Public Drop-Off Program.

The VTech & LeapFrog Toys Public Drop-Off Program is leaning into education by allowing parents to show their children how to be sustainably responsible when donating isn't an option. By becoming a public drop-off, organizations can provide residents an opportunity to divert a prominent waste stream from landfills across the country while recycling material into new products.

“Through the free recycling program, VTech & LeapFrog are offering consumers a powerful, sustainable option to divert waste from landfills, by providing a way to dispose of their children's toys responsibly,” said TerraCycle CEO and Founder Tom Szaky. “By becoming a public drop-off location and collecting difficult-to-recycle items, families can educate their children on sustainable practices and show respect for the environment.”

According to the [EPA](#), More than 35 million tons of plastics were generated in the United States in 2018. Within that amount of plastic, the toy industry uses [40 tons of plastic for every \\$1 million in revenues](#) and is the most plastic-intensive industry in the world.

With every shipment, public drop-off points in the VTech & LeapFrog Toys Free Recycling Program can earn TerraCycle Recycling Rewards points that can be redeemed for cash donations to their favorite school or nonprofit, so community centers, local businesses, and municipal buildings are encouraged to join.

To become a public drop-off point or learn more about the VTech & LeapFrog Toys Public Drop-Off Program, visit <https://www.terracycle.com/en-US/brigades/vtech-LeapFrog>.

**About VTech**

VTech is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich 40 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and

preschool products available in 28 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts. VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

### **About LeapFrog**

LeapFrog Enterprises, Inc. is the leader in innovative learning toys for children that encourage a child's curiosity and love of learning throughout their early developmental journey. For more than 25 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative technology, and engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog is a subsidiary of VTech Holdings Limited, which is based in Hong Kong. LeapFrog was founded in 1995 by a father who revolutionized technologybased learning solutions to help his child learn how to read. Learn more at [www.LeanpFrog.com](http://www.LeanpFrog.com).

### **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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