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## **Make Halloween Less Scary For The Planet By Recycling Candy Wrappers With TerraCycle**

*TerraCycle's Zero Waste Boxes Keep 15 Million Candy Wrappers from Creeping Into Landfills*

**TRENTON, New Jersey (October 12, 2023)** — While “spooky season” brings great fun, Halloween traditions generate a frightening amount of plastic waste each year. According to industry data, American consumers [purchase more than \\$3.1 billion worth](#) of Halloween candy each year, and the majority of it arrives in packaging that is not eco-friendly. When the parties are over and trick or treating is done, pesky piles of candy wrappers end up in the trash.

Most candy wrappers are tricky to recycle because they are made from a mix of materials, including polypropylene, aluminum foil, and paper. To avoid being haunted by the remnants of these bite-sized, individually-wrapped treats, TerraCycle's Zero Waste Boxes provide a convenient recycling solution for all brands of flexible plastic-based candy packaging and wrappers, which are not typically recycled through curbside recycling services.

“In North America, TerraCycle has recycled approximately 15 million candy wrappers and snack packaging (and counting!) through its Zero Waste Box Program to date,” said Tom Szaky, Founder and CEO of TerraCycle. “It’s pretty scary to think that otherwise this waste would all go to landfill.”

It’s simple to use TerraCycle’s Zero Waste Boxes:

- When placed in public spaces such as schools, community centers, local businesses, and neighborhood parks, [Candy and Snack Wrappers Zero Waste Boxes](#) encourage people to responsibly dispose of their wrappers instead of tossing items on the ground.
- And for a special Halloween treat, TerraCycle created spooky versions of the [Halloween Treat Wrappers Zero Waste Box](#) and [Halloween Treat Wrappers Zero Waste Pouch](#), available for a limited time only.

When full, the boxes and pouches can be returned to TerraCycle for processing and the collected waste will be cleaned, melted and remolded into pellets that can be used to make new products.

TerraCycle, the world’s leader in the collection and recycling of complex waste streams, created the Zero Waste Box program to provide solutions for hard-to-recycle waste that cannot be recycled standard municipal recycling. To learn more about TerraCycle and its innovative recycling solutions, visit [www.terracycle.com](http://www.terracycle.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. 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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