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TerraCycle is Talking Trash Ahead of the Big Game

TerraCycle's Zero Waste Box Solutions Tackle Single-Use Waste from Game Day Celebrations

TRENTON, New Jersey (February 1, 2024) — From kickoff to the final whistle, the Big Game always features plenty of trash talk between the loyal fans of the opposing teams. While the cheers and jeers echo through parking lots and living rooms, the excess of single-use packaging waste left behind in the aftermath of tailgates and viewing parties often goes unnoticed. [SNAC International](#) reports Americans consume 112 million pounds of snacks on game day, most of which come packaged in single-use plastic.

“Everyone knows that game day is as much about food and tailgating as it is about football,” said Tom Szaky, Founder and CEO of TerraCycle. “Unfortunately, the environmental toll of these celebrations adds up quickly. Our Zero Waste Boxes help consumers keep waste out of landfills and incinerators, ensuring a victory not only for the winning team on the field but for the planet as well.”

TerraCycle's Zero Waste Boxes help party hosts score big with guests without getting fouled by a pile-up of waste. Zero Waste Box™ offers convenient, turn-key recycling solutions for all waste generated at game day parties that is not typically recycled through municipal recycling services.

After the football-watching festivities are over, this sustainable game plan will keep waste out of landfills:

- Tailgaters can toss their empty plastic cups into the [#6 Rigid Plastic Cups - Zero Waste Box](#) instead of the trash can.
- Whether organizing a potluck or ordering in a small feast, hosts can recycle plastic utensils and plates, single-use food storage containers and other party supplies post-game with the [Dining Disposables and Party Decorations - Zero Waste Box](#).
- After drinking a cold one while watching the game, guests can recycle their beers, sodas and other canned drinks with the [Aluminum Cans - Zero Waste Box](#) (where curbside recycling services are not available.)
- No game day celebration is complete without a snack spread. When it's time to clean up, recycle empty wrappers and snack bags with the [Candy and Snack Wrappers - Zero Waste Box](#).

When full, the boxes are returned to TerraCycle for recycling using the affixed prepaid shipping label. The collected waste will be cleaned, melted and remolded into pellets that can be used to make new products.

TerraCycle, the leader in collecting and recycling complex waste streams, created Zero Waste Boxes to provide solutions for difficult-to-recycle waste that cannot typically be recycled through standard municipal recycling. To learn more about TerraCycle and its innovative recycling solutions, visit 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.

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