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## **Virtu Made Partners with the TerraCycle Global Foundation To Give Recycled Plastics a New Life**

*Brand funds removal of over 100,000 pounds of waste from waterways in first year of partnership*

**LOS ALAMITOS, Calif., September 12, 2023** – Today, Virtu Made, creators of hand-beaded bracelets made from recycled plastics, celebrates the launch of its new bracelet line. The recycled materials for the latest line were collected in collaboration with the TerraCycle Global Foundation.

Since its founding, Virtu Made’s goal has been to inspire a global movement toward a sustainable planet by offering products that remind individuals of the significance of their actions. With an [estimated 1.15 million to 2.41 million tons of plastic waste](#) entering the ocean every year from rivers around the globe, Virtu Made decided to focus its efforts on fighting the ocean plastic crisis in collaboration with the TerraCycle Global Foundation.

Operating in canals throughout Bangkok, Thailand, the TerraCycle Global Foundation works with local community and government organizations to address the complex challenge of collecting waste before it enters and pollutes global aquatic systems. The Foundation currently operates wildlife-safe river traps in Thai canals to recover waste directly from the water. The waste is sorted, and plastics are separated and recycled.

“By joining hands with the TerraCycle Global Foundation, we’re not just cleaning up waste; we’re crafting a legacy of change, where conscious actions will ripple through generations and safeguard our planet’s future,” said Ryan Dedola, Vice President of Virtu Made.

Ethically handmade in Bali, all Virtu Made bracelets directly support the company’s commitment to keep the ocean clean and raise awareness about the impacts of plastic pollution on waterways. With every Virtu Made product sold, the brand pledges to remove one pound of trash from rivers, canals, and oceans in partnership with the TerraCycle Global Foundation.

This past year, Virtu Made supported the TerraCycle Global Foundation’s river waste prevention, collection, and recycling initiatives by funding the removal of more than 100,000 pounds of waste from waterways.

“By capturing marine plastic waste and finding recycling solutions for the collected materials that are recyclable, the TerraCycle Global Foundation offers a holistic approach to reduce ocean plastic pollution and create meaningful, long-lasting change that can be replicated around the

world,” said James Scott, Executive Director of the TerraCycle Global Foundation. “It's through beneficial partnerships like the one we have with Virtu Made, which shares our mission and vision to steward our planet’s waterways by mitigating the flow of waste into the ocean.

To learn more about Virtu Made’s mission and products, please visit [virtumade.com](http://virtumade.com). To learn more about The TerraCycle Global Foundation, please visit [www.terracyclefoundation.org](http://www.terracyclefoundation.org).

TerraCycle supports the Foundation by contributing time and a wide range of resources to support the Foundation’s important mission.

### **About Virtu Made**

Virtu Made is a joyful blend of nature and humanity, united by a mission to bring positive environmental change through commerce. Born from the adventures of brothers Eric and Ryan Dedola, our journey led us to artisanal creations that represent sustainable and positive impact. We're all about savoring the world's wonders while treading lightly. With values like environmental care, innovation, and community, we're dedicated to removing one pound of waste from rivers and oceans with every product we sell. Join us in sparking a global shift toward a greener planet, where every action ripples into a cleaner, brighter future.

#Let'sTakeTheTrashOut

### **About the TerraCycle Global Foundation**

Founded in 2019, the TerraCycle Global Foundation’s objective is to address the complex challenge of collecting and recycling plastic waste in emerging countries and preventing it from entering and polluting global aquatic systems. By joining forces with the local community and government organizations in affected areas, fostering collections and recycling programs and offering meaningful education programs in numerous localities, the Foundation is working to advance an integrated and collaborative approach to this global crisis that can be replicated around the world. To learn more about The TerraCycle Global Foundation please visit [www.terracyclefoundation.org](http://www.terracyclefoundation.org). To make a contribution, please visit [here](#).

### **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).