

# Dayton Daily News

Date: 5/27/15  
Circ: 206,757

## **Students recycle, earn money for school**

Brookville Intermediate School students have earned nearly \$1,000 for their school by collecting and recycling the drink pouches used at home and in the lunchroom.

The students reached the first level of TerraCycle and Capri Sun's Drink Pouch Brigade contest by collecting more than 10,000 drink pouches.

Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity.

Brand Mentions: Capri Sun Milestone Program. Kraft, Drink Pouch Brigade

Date: 5/28/15  
VPM: 49,022

## Glendale school reaches recycling milestone

The students of [Redeemer Lutheran School](#) in [Glendale](#) have used recycling drink cartons to earn their school money and prizes.

As part of TerraCycle and Capri Sun's Drink Pouch Brigade, the students have been collecting their empty drink pouches in the lunchroom at school and at home. Since they began, the students have reached the first level of the milestone contest by collecting and recycling more than 10,000 drink pouches, earning Redeemer Lutheran School over \$700.

In addition to the money earned for each piece of waste collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and other rewards for their schools.

"The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements," said Tom Szaky, CEO of TerraCycle. "It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream."

The students at Redeemer Lutheran School look to continue their recycling ways and reach higher milestones in the Drink Pouch Brigade contest.

"Our students have done a tremendous job," said Michael Williams, principal of Redeemer Lutheran School. "They are really helping with recycling and fundraising for the school."

Thousands of other schools and organizations across the U.S. participate in the Drink Pouch Brigade. The free program is open to any interested organization or individual, and all shipping costs are paid. Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and have raised more than \$4.5 million for charity.

Brand Mentions: Capri Sun Milestone Program. Kraft, Drink Pouch Brigade



# San Antonio Express-News

Date: 6/1/15  
Circ: 146,463

## Catholic middle school earns recycling honors

Middle schools students can consume a lot of fruity liquids from tiny straws, the students of St. [Margaret Mary Catholic School](#) on the Southeast Side included.

In the past year, they've collected enough of those shiny pouches to earn \$600 for their school while protecting the environment.

Recently, the school hit a major milestone in a recycling and "upcycling" competition sponsored by TerraCycle, which collects and repurposes hard-to-recycle waste ranging from used chip bags to cigarette butts, a press release said.

Altogether, St. [Margaret Mary](#)'s students have sent in 10,000 drink pouches, the release said. [David Schott](#), who teaches middle school language arts, religion and drama at St. Margaret Mary, was about to mount a performance of "Is There a Ghost in the House?" when he heard the news.

Schott has headed up the recycling and fundraising effort for the past two years.

"I just make sure they don't get in the garbage can," he said. "It's no big deal."

Some students and parents bring in their empty pouches. They're also part of student lunches brought from home. Schott routinely collects them during and after lunch.

Schott also drains and washes the pouches before sending them via UPS to TerraCycle, which pays for shipping.

The money the school earned was put in a fund that has been used for field trips, art supplies and other extras, Schott said.

TerraCycle and drink maker Capri Sun sponsor the collection program, called the Drink Pouch Brigade.

Since 2007, 235 million drink pouches have been kept out of landfills and raised more than \$4.5 million for charity, the press release said. More information can be found at [terracycle.com](http://terracycle.com).

The collected waste is recycled or "upcycled," which converts unusable material into new products or for use in industrial applications.

Brand Mentions: Capri Sun Milestone Program, Kraft, Drink Pouch Brigade



Date: 6/1/15

## **HILLSBOROUGH: Sunnymead students earn \$800 by recycling 10,000 drink pouches**

Students of Sunnymead Elementary School have reached the first level of a TerraCycle and Capri Sun recycling program by collecting 10,000 drink pouches. By hitting this level, the students have earned almost \$800 for their school.

TerraCycle and Capri Sun host the collection program, called the Drink Pouch Brigade, which rewards the students for collecting and sending used drink pouches.

Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity.

Tom Szaky, CEO of TerraCycle, said: "It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream."

The program is free to any interested organization or individual, and all shipping costs are paid.

Founded in 2001, TerraCycle, Inc., is the world's leader in the collection and repurposing of hard-to-recycle post-consumer waste, ranging from used chip bags to coffee capsules to cigarette butts.

Brand Mentions: Capri Sun Milestone Program, Kraft, Drink Pouch Brigade

Date: 6/2/15  
Circ: 12,000

## **West Haverstraw Elementary School Students Earn Money for School By Recycling Drink Pouches**

West Haverstraw Elementary School has just reached the first level of TerraCycle and Capri Sun's Drink Pouch Brigade milestone contest by collecting more than 10,000 drink pouches. The students have earned over \$200 for their school by collecting the drink pouches.

The Drink Pouch Brigade is a free recycling program that rewards people for collecting and sending their waste to TerraCycle to be recycled or upcycled. Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity. With the milestone program, in addition to the money earned for each piece of waste collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and other fun rewards.

"The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements," said Tom Szaky, CEO of TerraCycle. "It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream."

Thousands of other schools and organizations across the United States participate in the Drink Pouch Brigade. To learn more about the program or to sign up, visit [www.terracycle.com](http://www.terracycle.com). The program is free to any interested organization or individual, and all shipping costs are paid. In addition, for each piece of waste received, participants earn money for a charity of their choice.

Brand Mentions: Capri Sun Milestone Program, Kraft, Drink Pouch Brigade

Date: 6/4/15  
Circ: 33,611

## Recycling milestone for Glendale school

The students of [Redeemer Lutheran School in Glendale](#) have been recycling drink cartons to earn their school money and prizes.

As part of TerraCycle and Capri Sun's Drink Pouch Brigade, the students have been collecting their empty drink pouches in the lunchroom at school and at home. Since they began, the students have reached the first level of the milestone contest by collecting and recycling more than 10,000 drink pouches, earning Redeemer Lutheran School over \$700.

In addition to the money earned for each piece of waste collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and other rewards for their schools.



“The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements,” said Tom Szaky, CEO of TerraCycle. “It is rewarding to see the students and administration get so involved in making this work. It’s an incredible achievement to have kept so many pouches out of the waste stream.”

The students at Redeemer Lutheran School look to continue their recycling ways and reach higher milestones in the Drink Pouch Brigade contest.

“Our students have done a tremendous job,” said Michael Williams, principal of Redeemer Lutheran School. “They are really helping with recycling and fundraising for the school.”

Thousands of other schools and organizations across the U.S. participate in the Drink Pouch Brigade. The free program is open to any interested organization or individual, and all shipping costs are paid. Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and have raised more than \$4.5 million for charity.

Brand Mentions: Kraft, Drink Pouch Brigade, Capri Sun Milestone Program

# RECORD | NEWS

Date: 6/5/15  
Circ: 7,095

TERRACYCLE RECYCLING PROGRAM

## Michindoh Outdoor Education School continues to recycle

The Hillsdale Daily News

HILLSDALE — Michindoh Outdoor Education School students recently earned money and prizes for their school by recycling drink pouches.

MOES recently reached the first level of TerraCycle and Capri Sun's Drink Pouch Brigade milestone contest by collecting more than 10,000 drink pouches. The students have earned nearly \$200 for their school by collecting the drink pouches.

The Drink Pouch Brigade is a free recycling program that rewards people for collecting and sending their waste to

TerraCycle to be recycled or up cycled. Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity.

With the milestone program, in addition to the money earned for each piece of waste collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and other rewards.

"The Milestone Program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements," Tom Szaky, CEO of TerraCycle,

said. "It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream."

Thousands of other schools and organizations across the United States participate in the Drink Pouch Brigade. To learn more about the program or to sign up, visit [www.terrecycle.com](http://www.terrecycle.com). The program is free to any interested organization or individual, and all shipping costs are paid. In addition, for each piece of waste received, participants earn money for a charity of their choice.



Date: 6/15/15

## **Rucker Boulevard Elementary students earn money with Capri Sun**

Rucker Boulevard Elementary School reached the first level of a Capri Sun and TerraCycle campaign aimed at recycling drink pouches, according to a TerraCycle press release.

TerraCycle, founded in 2001 by Tom Szaky, CEO of TerraCycle, is a recycling company that focuses on hard-to-recycle items.

The company has teamed up with a number of companies, such as Kraft and Colgate, to promote upcycling and recycling used product containers.

"The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements," Szaky said in a press release. "It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste system."

The program has helped reduce the amount of waste going to landfills, another goal of TerraCycle.

"Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity," the press release said.

The school started collecting pouches in September of 2014. In March, RBES reached the first level of the program by collecting over 10,000 drink pouches. The second level is reached when 40,000 drink pouches are collected.

According to the press release, RBES students have earned over \$300 by collecting the Capri Sun pouches.

Sheree Hardrick, principal of RBES, said the school promotes recycling and will continue with the context.

"We will continue with the program," Hardrick said. "We do recycle at RBES. We have bins in the hallways. Our students bring Capri Suns to school, and they know to take out the straw and recycle the pouch."

In addition to receiving money for drink pouches, the milestone program offers other prizes based on the level reached in the program.

Each of the major prizes has been made from recycled drink pouches, such as the grand prize award of a playground for the participants that collect 200,000 pouches.

Brand Mentions: Capri Sun Milestone Program, Kraft, Drink Pouch Brigade





Date: 6/21/15  
Circ: 4,392

## **DAYSPRING CHRISTIAN ACADEMY STUDENTS EARN MONEY FOR SCHOOL BY RECYCLING DRINK POUCHES**

Dayspring Christian Academy students earn money and prizes for their school by collecting and recycling the drink pouches used at home and in the lunchroom. Dayspring Christian Academy has just reached the second level of TerraCycle and Capri Sun's Drink Pouch Brigade® milestone contest by collecting more than 18,000 drink pouches. The students have earned almost \$600 for their school by collecting the drink pouches.

The Drink Pouch Brigade® is a free recycling program that rewards people for collecting and sending their waste to TerraCycle® to be recycled or upcycled. Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity. With the milestone program, in addition to the money earned for each piece of waste collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and other fun rewards.

"The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements," said Tom Szaky, CEO of TerraCycle. "It is rewarding to see the students and administration gets so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream."

Thousands of other schools and organizations across the United States participate in the Drink Pouch Brigade. To learn more about the program or to sign up, visit [www.terracycle.com](http://www.terracycle.com). The program is free to any interested organization or individual, and all shipping costs are paid. In addition, for each piece of waste received, participants earn money for a charity of their choice.

Brand Mentions: Capri Sun Milestone Program, Drink Pouch Brigade, Kraft

# Tennessee Star Journal

— Sevier County's Oldest Weekly Newspaper —

Date: 6/23/15

Circ: 9,542

## Sevierville Primary School students earn money for their school by recycling drink pouches

**SEVIERVILLE** (press release)—Sevierville Primary School students earn money and prizes for their school by collecting and recycling the drink pouches used at home and in the lunchroom. Sevierville Primary School has just reached the first level of TerraCycle and Capri Sun's Drink Pouch Brigade® milestone contest by collecting more than 10,000 drink pouches. The students have earned almost \$800 for their school by collecting the drink pouches.

The Drink Pouch Brigade® is a free recycling program that rewards people for collecting and sending their waste to TerraCycle® to be recycled or upcycled. Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity. With the milestone program, in addition to the money earned for each piece of waste collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and other fun rewards.

“The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements,” said Tom Szaky, CEO of TerraCycle. “It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream.”

Thousands of other schools and organizations across the United States participate in the Drink Pouch Brigade. To learn more about the program or to sign up, visit [TerraCycle.com](http://TerraCycle.com). The program is free to any interested organization or individual and all shipping costs are paid. In addition, for each piece of waste received, participants earn money for a charity of their choice.

Brand Mentions: Capri Sun Milestone Program, Drink Pouch Brigade, Kraft



Date: 6/28/15

Circ: 60,210

## **Community Briefs: School earns money by recycling**

Cromer Elementary School 's Recycling Team has reached the second level of TerraCycle and Capri Sun's Drink Pouch Brigade milestone contest by collecting more than 18,000 drink pouches. The students have earned more than \$400 for their school by collecting the drink pouches. The Drink Pouch Brigade is a recycling program that rewards people for collecting and sending their waste to TerraCycle to be recycled or upcycled. For more information, visit [terracycle.com](http://terracycle.com).

Brand Mentions: Capri Sun Milestone Program, Drink Pouch Brigade, Kraft

# Beauregard Daily News

Date: 6/30/15

Circ: 20,530

## **K.R. Hanchey reaches new recycling milestone**

K. R. Hanchey Elementary School students earned money and prizes for their school by collecting and recycling drink pouches used at home and in the lunchroom.

K. R. Hanchey has just reached the second level of TerraCycle and Capri Sun's Drink Pouch Brigade milestone contest by collecting more than 18,000 drink pouches. The students have earned almost \$2,000 for their school by collecting the drink pouches.

The Drink Pouch Brigade is a free recycling program that rewards people for collecting and sending their waste to TerraCycle to be recycled or upcycled.

Since 2007, Drink Pouch Brigade participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity.

With the milestone program, in addition to the money earned for each piece of waste collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and other fun rewards.

"The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements," said Tom Szaky, CEO of TerraCycle. "It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream."

Thousands of other schools and organizations across the United States participate in the Drink Pouch Brigade.

To learn more about the program or to sign up, visit [www.terracycle.com](http://www.terracycle.com). The program is free to any interested organization or individual, and all shipping costs are paid.

In addition, for each piece of waste received, participants earn money for a charity of their choice.

Brand Mentions: Capri Sun Milestone Program, Drink Pouch Brigade, Kraft



Date: 7/7/15  
Circ: 19,220

## **Church turns used beauty products into cash**

Pinecrest Community Church in Parker is a top state collector of hair care, skin care, and cosmetic product packaging for the Personal Care and Beauty Brigade, a national recycling program.

By collecting used personal care and beauty packaging, the church has helped to divert more than 1,000 units of waste from landfills. After organizations sign up to join a recycling Brigade, which was created by Garnier and TerraCycle, they earn points for every unit of waste they collect and send to TerraCycle. The points can be redeemed for charitable gifts or a cash donation to the nonprofit of the collector's choice. TerraCycle will turn the collected packaging materials into new plastic products such as park benches and recycling bins.

Brigade participants have collected more than 5.3 million units of personal care and beauty items and earned over \$105,000 for charity.

Brand Mentions: Garnier, Personal Care and Beauty Brigade



Date: 7/9/15  
Circ: 9,836

## **Regina Elementary is top collector of recyclables**

Companies TerraCycle and Garnier Thursday named Regina Elementary a top state collector of beauty product packaging as part of a national recycling program.

Regina students diverted more than 1,100 items such as shampoo bottles from landfills, according to a news release from TerraCycle.

Participants in the Personal Care and Beauty Brigade program can earn points by collecting recyclable items and sending them to TerraCycle and can redeem the points for donations to non-profit organizations.

The release reads that TerraCycle uses the recyclable items to make new plastic products such as park benches and recycling bins.

Brand Mentions: Garnier, Personal Care and Beauty Brigade

Date: 7/11/15  
Circ: 12,788

## **Phoenix House earns accolades for recycling**

The break room at Catholic Charities Phoenix House features a fridge, possibly the last unfinished box of Girl Scout cookies in the area and a zone dedicated to recycling.

Since 2009, the facility has collected a variety of items for TerraCycle, a company dedicated to the collection and repurposing of hard-to-recycle post-consumer waste. Phoenix House collected 14,400 empty beauty products to earn accolades from the company as a top “Personal Care and Beauty Brigade.”

“We’re green,” Martha Wight, volunteer and public relations specialist with Phoenix House, said with a smile during a tour of the organization’s recycling efforts.

The Phoenix House is a nonprofit organization dedicated to helping women, men and families affected by domestic abuse and sexual assault, providing care in the fields of psychiatry, medicine, mental health, social work, education and recovery support.

TerraCycle has brigades in a variety of categories, with the participating organizations collecting waste for recycling. Wight explained that, along with personal care and beauty, Phoenix House is part of brigades that collect ink toner, plastic wrappers – think Cliff bars and potato chips – and wine corks. When the break room is full of enough of an item, Wight prints a label and sends the waste to TerraCycle, free of charge.

Organizations like Phoenix House earn points for every unit of waste they collect and send to TerraCycle, according to a release from the recycling firm. The points can be redeemed for charitable gifts or a cash donation to the nonprofit of the collector’s choice. TerraCycle will turn the collected packaging materials into new plastic products such as park benches and recycling bins.

Phoenix House Executive Director Diane McKee noted the organization receives about \$100-300 per year from TerraCycle.

“It’s a small donation, but as we get many different funding sources, every donation contributes to us being able to serve those affected by domestic violence and sexual assault,” she said.

The personal care and beauty items collected include used shampoo and conditioner bottles, powder hair dye packaging and more, Wight said. Along with what employees and volunteers brought in, donations pour in from the public, including area salons.

“Thank you to everyone who makes this Brigade successful,” Tom Szaky, CEO of TerraCycle, said in the release.

“The Personal Care and Beauty Brigade has become one of our top collection programs and I am excited for it to keep growing.”

Brigade participants have collected more than 5.3 million units of personal care and beauty items and earned over \$105,000 for charity, according to TerraCycle. For more information go to [www.terracycle.com](http://www.terracycle.com).

Wight noted the Phoenix House collects paper, cardboard, metal and plastic as well, transporting the items weekly to bins at a local grocery store.

“To help save the environment, it’s socially conscious for an organization to do this, to recycle,” she said when asked why the organization puts in the effort.

Added McKee:

“It keeps things out of the waste stream, helping our staff think about recycling in both their professional and personal lives.”



Martha Wight packs used salon product bottles into a box at the Phoenix House domestic violence shelter on Friday. The organization ships a variety of recyclable materials to the TerraCycle company where they get profits in return. Staff photo/Joe Shearer



Several used salon product bottles, destined for shipment to TerraCycle, sit at the Phoenix House domestic violence shelter on Friday. Staff photo/Joe Shearer Staff photo/Joe Shearer

Brand Mentions: Garnier, Personal Care and Beauty Brigade



# The Jackson Sun

A GANNETT COMPANY

Date: 7/13/15

Circ: 17,829

## Malesus students recycle

Together, sisters Wanda Hornsby and Juanita Dunlap share nearly 60 years of teaching experience at Malesus Elementary School.

Although retired, they now make regular trips to the school to empty plastic containers filled with juice pouches. Then, they pack up the used pouches and send them to TerraCycle, raising money for the school.

Students have collected 22,670 juice pouches over the past year and a half, raising about \$457 for the school, Hornsby said.

"When it's just garbage, it amounts up and doesn't cost you anything," she said.

Hornsby said there was always a need for money at schools. When she learned about the Drink Pouch Brigade hosted by Terra Cycle and Capri Sun, she decided to get Malesus involved.

The Drink Pouch Brigade is a free recycling program that rewards people for collecting and sending their waste to TerraCycle to be recycled or upcycled, according to a press release. Since 2007, participants have kept almost 235 million drink pouches out of landfills and raised more than \$4.5 million for charity. With the milestone program, in addition to the money earned for each pouch collected, participants can win prizes made from recycled drink pouches, such as storage bins, a playground and more.

Each classroom at Malesus has a container for children to put the juice pouches in. Hornsby and Dunlap empty the containers 2-3 times a week and also update a poster monthly telling how much each classroom has raised.

At the end of the year, the three classrooms with the most pouches collected get a party. Sometimes it's a pizza party, and this year's parties included cookies, an extra hour of playtime and, of course, juice pouches.

"It's a totally free program," Hornsby said. "They pay shipping and you just send in your juice pouches, so you're not out any money."

One fifth-grade student collected more than 1,000 juice pouches, ensuring that his class had a party, Hornsby said.

The sisters also encourage parents to send new juice pouches when celebrating a child's birthday or another event. Sometimes parents also send empty pouches used at church events or at home to be recycled.

While the money has not yet been redeemed, Hornsby said it will go to "items that the school needs."

"The milestone program is meant to inspire individuals and organizations to collect more waste while receiving prizes for their achievements," said Tom Szaky, CEO of TerraCycle, in the press release. "It is rewarding to see the students and administration get so involved in making this work. It's an incredible achievement to have kept so many pouches out of the waste stream."

Brand Mentions: Garnier, Personal Care and Beauty Brigade



7/16/15  
VPM: 7,293,351

## **East Amwell Twp. Elementary School and Our Hope Christian Academy are top state collectors in recycling program**

East Amwell Township Elementary School and Our Hope Christian Academy are top state collectors of hair care, skin care, and cosmetic product packaging for the Personal Care and Beauty Brigade, a free, national recycling program created by Garnier and TerraCycle. By collecting used personal care and beauty packaging, the schools have helped to divert 28,000 units of waste from landfills.

After they sign up to join a recycling Brigade, organizations earn points for every unit of waste they collect and send to TerraCycle. The points can be redeemed for charitable gifts or a cash donation to the non-profit of the collector's choice. TerraCycle will turn the collected packaging materials into new plastic products such as park benches and recycling bins.

"Thank you to everyone who makes this Brigade successful," said Tom Szaky, CEO of TerraCycle. "The Personal Care and Beauty Brigade has become one of our top collection programs and I am excited for it to keep growing."

Brigade participants have collected more than 5.3 million units of personal care and beauty items and earned more than \$105,000 for charity.

Any school, individual, families or organizations interested in recycling with TerraCycle can learn more about the Brigade programs and sign up for free at [www.terracycle.com](http://www.terracycle.com).

Founded in 2001, TerraCycle, Inc., is the world's leader in the collection and repurposing of hard-to-recycle post-consumer waste, ranging from used chip bags to coffee capsules to cigarette butts. The waste is collected through free, national, brand-funded platforms called "Brigades," as well as various consumer and government-funded models. The collected waste is reused, upcycled or recycled into a variety of affordable, sustainable consumer products and industrial applications. TerraCycle is the subject of a new half-hour comedy, 'Human Resources,' on Pivot TV. Season two airs August 2015. To learn more about TerraCycle or get involved in our recycling programs, visit [www.terracycle.com](http://www.terracycle.com).



Brand Mentions: Garnier, TerraCycle, Personal Care and Beauty Brigade

## **REPORTER-HERALD**

7/17/15

Circ: 17,062

### **Loveland's Immanuel Lutheran School is top recycler**

LOVELAND — Students at Immanuel Lutheran School collected 3,000 empty beauty product containers to recycle, earning recognition in a national contest.

The school participated in the Personal Care and Beauty Brigade to earn points toward charitable gifts for their school or a nonprofit of their choice.

TerraCycle and Garnier host the collection program that diverts containers from the landfill and turns them into new plastic products.

Across the country, participants have collected more than 5.3 million empty containers and earned more than \$105,000 for nonprofit organizations.

Brand Mentions: Garnier, TerraCycle, Personal Care and Beauty Brigade

7/19/15

Circ: 16,278

## **Monroe School recognized for recycling personal care, beauty product containers**

QUINCY -- Monroe Elementary School is being recognized as one of the top collectors in a national contest for recycling personal care and beauty product containers.

Students and staff at the school collected about 15,000 empty containers in the "Personal Care and Beauty Brigade," a contest sponsored by TerraCycle and Garnier. Participants in the contest earn points that can be redeemed for charitable donations or to benefit a particular school or other non-profit organization.

Monroe this past year became a top state collector of hair care, skin care and cosmetic containers.

In addition to earning points for cash, the school diverted thousands of units of waste from landfills by playing a role in turning empty containers back into new plastic products, such as park benches and recycling bins.

TerraCycle specializes in collecting and repurposing hard-to-recycle post-consumer waste. The company's CEO, Tom Szaky, said the beauty product contest has become one of its top collection programs.

"I am excited for it to keep growing," he said in a release.

Company officials said participants nationally have collected more than 5.3 million units of personal care and beauty items and earned more than \$105,000 for charity.

For more information, go to [www.terracycle.com](http://www.terracycle.com).

Brand Mentions: Garnier, TerraCycle, Personal Care and Beauty Brigade



Date: 7/23/15  
VPM: 7,293,351

## **Type 1 Cure Club of Milford becomes a top state collector in recycling program**

Type 1 Cure Club is a top state collector of hair care, skin care, and cosmetic product packaging for the Personal Care and Beauty Brigade®, a free, national recycling program created by Garnier and TerraCycle. By collecting used personal care and beauty packaging, this organization has helped to divert more than 15,000 units of waste from landfills.

After they sign up to join a recycling Brigade, organizations earn points for every unit of waste they collect and send to TerraCycle. The points can be redeemed for charitable gifts or a cash donation to the non-profit of the collector's choice. TerraCycle will turn the collected packaging materials into new plastic products such as park benches and recycling bins.

"Thank you to everyone who makes this Brigade successful," said Tom Szaky, CEO of TerraCycle. "The Personal Care and Beauty Brigade has become one of our top collection programs and I am excited for it to keep growing."

Brigade participants have collected more than 5.3 million units of personal care and beauty items and earned more than \$105,000 for charity.

Any school, individual, families or organizations interested in recycling with TerraCycle can learn more about the Brigade programs and sign up for free at [www.terracycle.com](http://www.terracycle.com).

Founded in 2001, TerraCycle, Inc., is the world's leader in the collection and repurposing of hard-to-recycle post-consumer waste, ranging from used chip bags to coffee capsules to cigarette butts. The waste is collected through free, national, brand-funded platforms called "Brigades," as well as various consumer and government-funded models. The collected waste is reused, upcycled or recycled into a variety of affordable, sustainable consumer products and industrial applications. Each year, across 21 countries, TerraCycle collects and repurposes billions of pieces of waste, donating millions of dollars to schools and charities in the process.

TerraCycle is the subject of a new half-hour comedy, 'Human Resources,' on Pivot TV. Season two airs August 2015. To learn more about TerraCycle or get involved in the recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

Brand Mentions: TerraCycle, Garnier, Personal Care and Beauty Brigade



Date: 7/23/15

Circ: 33,000

## **Smith Green Team**

The Smith Green Team at Emma C. Smith Elementary in Livermore is a top state collector of hair care, skin care, and cosmetic product packaging for the Personal Care and Beauty Brigade®, a free, national recycling program created by Garnier® and TerraCycle®. By collecting used personal care and beauty packaging, the students have helped to divert over 3,200 units of waste from landfills.

After they sign up to join a recycling Brigade, organizations earn points for every unit of waste they collect and send to TerraCycle. The points can be redeemed for charitable gifts or a cash donation to the non-profit of the collector's choice. TerraCycle will turn the collected packaging materials into new plastic products such as park benches and recycling bins.

Any school, individual, families or organizations interested in recycling with TerraCycle can learn more about the Brigade programs and sign up for free at [www.terracycle.com](http://www.terracycle.com).

Brand Mentions: TerraCycle, Garnier, Personal Care and Beauty Brigade



8/2/15

## Frank Knight Elementary Is A Top State Collector In Recycling Program

**SENECA FALLS, N.Y.** – The parents of Frank Knight Elementary students are top state collectors of hair care, skin care, and cosmetic product packaging for the Personal Care and Beauty Brigade®, a free, national recycling program created by Garnier® and TerraCycle®. By collecting used personal care and beauty packaging, the school and parents have helped to divert 10,100 units of waste from landfills.

After they sign up to join a recycling Brigade, organizations earn points for every unit of waste they collect and send to TerraCycle. The points can be redeemed for charitable gifts or a cash donation to the non-profit of the collector's choice. TerraCycle will turn the collected packaging materials into new plastic products such as park benches and recycling bins.

“Thank you to everyone who makes this Brigade successful,” said Tom Szaky, CEO of TerraCycle. “The Personal Care and Beauty Brigade has become one of our top collection programs and I am excited for it to keep growing.”

Brigade participants have collected more than 5.3 million units of personal care and beauty items and earned over \$105,000 for charity.

Any school, individual, families or organizations interested in recycling with TerraCycle can learn more about the Brigade programs and sign up for free at [www.terracycle.com](http://www.terracycle.com).

Brand Mentions: Garnier, TerraCycle, Personal Care and Beauty Brigade



Date: 8/8/15.  
VPM: 44,930

## **Ripon College top collector in recycling program**

Ripon College is a top state collector of hair care, skin care and cosmetic product packaging for the Personal Care and Beauty Brigade, a free, national recycling program created by Garnier and TerraCycle. By collecting used personal care and beauty packaging, the college has helped to divert 8,300 units of waste from landfills. Other local schools, such as Riverside Elementary in Fond du Lac, have been named top collectors. Riverside Elementary has collected nearly 8,000 units of waste.

After they sign up to join a recycling Brigade, organizations earn points for every unit of waste they collect and send to TerraCycle. The points may be redeemed for charitable gifts or a cash donation to the non-profit of the collector's choice. TerraCycle will turn the collected packaging materials into new plastic products such as park benches and recycling bins.

Brigade participants have collected more than 5.3 million units of personal care and beauty items and earned more than \$105,000 for charity.

Any school, individual, families or organizations interested in recycling with TerraCycle may learn more about the Brigade programs and sign up for free at [terracycle.com](http://terracycle.com).

Brand Mentions: Garnier, Personal Care and Beauty Brigade