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## **ST. KATHARINE DREXEL CATHOLIC SCHOOL WINS REGIONAL RECYCLING CONTEST**

*TerraCycle®, Colgate® and ShopRite® Partner to Award the School a New Playground*

**HOLLAND, Pa., October 26, 2017** – St. Katharine Drexel Catholic School of Holland won a new playground made from recycled oral care waste through this year’s “Recycled Playground Challenge”, courtesy of Colgate-Palmolive (“Colgate”), the global oral care leader; ShopRite, which has more than 260 stores in the Northeast; and recycling pioneer TerraCycle.

“This contest was important in so many ways. It not only encouraged and developed an even stronger bond and friendship amongst members in our school community, but it also helped us to make a difference in our world,” said Lisa James, Director of Advancement for Saint Katharine Drexel Catholic School. “The recycling efforts were not only rewarding because we could redeem points for votes, but most importantly because we knew that we were diverting waste from landfills.”

St. Katharine Drexel Catholic School earned a total of 91,767 Playground Credits earned by recycling units of waste (“unit” defined as 0.02 lbs of used, post-consumer oral care products and packaging) and through online voting to win the contest. The playground, which was built using recycled oral care waste collected through the Colgate® Oral Care Recycling Program, will be unveiled at a ceremony this fall.

Full set of rules for the 2017 “Recycled Playground Challenge” can be viewed:  
[www.terraCycle.com/colgateshopriteplayground2017](http://www.terraCycle.com/colgateshopriteplayground2017)

James continued, “When it comes to saving our planet, it was a no-brainer for us, especially because we knew that even if we didn’t win, we could be proud that we were a part of something bigger and more important than a playground. The education that came with this process was eye opening. Most of us never thought to recycle our empty toothpaste tubes and boxes until this contest. Now we think twice!”

The Recycled Playground Challenge launched in March 2017 among schools throughout New York, New Jersey, Pennsylvania, Delaware, Connecticut and Maryland participating in the Colgate® Oral Care Recycling Program a free recycling program operated by Colgate and TerraCycle. During the contest window, participating schools earned one Playground Credit for each unit of oral care waste, such as empty toothpaste tubes and floss containers, sent to TerraCycle for recycling. Schools earned additional Playground Credits by encouraging parents and teachers to vote online.

“On behalf of Colgate, I am pleased to congratulate the students, parents and faculty of St. Katharine Drexel Catholic School on winning the Recycled Playground Challenge,” said Juan Pablo Zamorano,

President, North America, Colgate-Palmolive. “The energy and passion they put into protecting the environment has truly made a difference and we hope the new playground will bring smiles to children in Holland for years to come.”

The Colgate® Oral Care Recycling Program is an ongoing activity, open to any individual, family, school or community group. For each piece of waste sent in using a pre-paid shipping label, participants earn money toward donations to the school or charity of their choice. To learn more about the Colgate® Oral Care Recycling Program, please visit [www.terracycle.com](http://www.terracycle.com).

#### **About Colgate-Palmolive Company**

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's website at [www.colgatepalmolive.com](http://www.colgatepalmolive.com). To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit [www.colgatebsbf.com](http://www.colgatebsbf.com).

#### **About ShopRite**

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative based in Keasbey, NJ, and the largest supermarket cooperative in the United States. With more than 260 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than six million customers each week. A long-time supporter of key community efforts, ShopRite is dedicated to fighting hunger in the communities it serves. Through its ShopRite Partners In Caring program, ShopRite has donated \$40 million to 2,000 worthy charities and food banks since the program began in 1999. As a title sponsor of the LPGA's ShopRite Classic, ShopRite has raised more than \$30 million for local organizations, hospitals and community groups. For more information, please visit [www.ShopRite.com](http://www.ShopRite.com).

#### **About TerraCycle**

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 snack packaging to coffee capsules to pens. The waste is collected through free, national, brand-funded recycling programs, as well as various consumer and government-funded models. The collected waste is turned into a variety of raw materials that are sold to manufacturers to produce new products. 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. To learn more about TerraCycle or get involved in our recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

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