



## **PRESS RELEASE**

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### **TerraCycle: Raise Money and Recycle at the Same Time!**

COOPERSTOWN – This April at Earth Festival 2013, the Otsego County Conservation Association launched a collection of previously non-recyclable or difficult-to-recycle waste items through TerraCycle, a New Jersey-based company which converts these materials into park benches, backpacks and other new products.

OCCA will continue to collect these items, which are currently not accepted in the Otsego County waste stream, at its 101 Main Street, Cooperstown satellite office:

- any brand used toothpaste tubes, toothbrushes and plastic toothbrush packaging
- any brand of flexible cheese packaging, including string cheeses packages, individual singles wrappers, singles packages, shredded cheeses packages, grated cheese, and all flexible cheese wrappers
- any empty brand or size chip bag
- diaper packaging waste, including plastic diaper packaging, wipes outer plastic packaging and individual wipes packaging
- any size Elmer's brand glue sticks, plastic glue bottles, refill jars and Elmer's glitter glue tubes (Elmer's only)
- all plastic cereal bags and cereal bag liners of any brand
- any brand pens and pen caps, mechanical pencils, markers and marker caps, permanent markers and permanent marker caps.

Items can be dropped off to OCCA in Pioneer Alley (next to KeyBank) on Tuesday, Wednesday, and Thursday each week and on Saturdays during regular Cooperstown Farmers' Market hours. Materials must be sorted and placed in the receptacle provided.

“This is a way to reduce your garbage, save money and, ultimately, come closer to achieving a ‘zero waste’ goal,” said OCCA Special Projects Manager Martha Clarvoe. “You can recycle these items through OCCA or ship them directly to TerraCycle by joining one or more of their Brigades,” she added.

According to the website, TerraCycle’s purpose is to eliminate the idea of waste by creating national recycling systems for previously non-recyclable or hard-to-recycle waste.

Anyone can sign up for their 40-plus programs, or Brigades, and start sending waste. TerraCycle points can then be redeemed for a variety of charitable gifts, or for a payment of \$0.01 per point to the non-profit organization or school of your choice.

“Cereal bags, for example, are included in the ‘MOM Brand Cereal Bag Brigade’ which accepts all plastic cereal bags and cereal bag liners of any brand,” explained Clarvoe. “Your school or community group could join TerraCycle to benefit OCCA or on your own behalf.”

Participating in TerraCycle’s Brigade program is completely free. There are no signup or participation fees, and shipping labels are provided at no charge. TerraCycle’s website, [www.terracycle.com](http://www.terracycle.com), includes complete instructions and helpful suggestions regarding collection, storage, and shipping of materials.

“OCCA is promoting this program as a collector of specific Brigade items but we also encourage other groups and schools to participate as well,” Clarvoe said. “I would be happy to assist and share information.”

For more information, contact Clarvoe at (607) 547-4020 or [martha.clarvoe@gmail.com](mailto:martha.clarvoe@gmail.com).

OCCA is a private, non-profit environmental membership organization dedicated to promoting the appreciation and sustainable use of Otsego County's natural resources through education, advocacy, resource management, research, and planning. To learn more about OCCA, or to support programming, call (607) 547-4488 or visit [www.occainfo.org](http://www.occainfo.org).