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Princeton Whole Foods Market To Collect 1-Gallon Milk and Water Jugs To Raise Money for John Witherspoon Middle School.

Local Company TerraCycle will reuse jugs to package new “worm poop” Potting Mix.

Princeton, NJ (September, 14th) – Whole Foods Market is to begin collecting 1-gallon milk and water jugs at their Princeton location. The jugs will be collected in two large bins located in the directly outside the store. The campaign, which is called “Jugs for Jersey Schools”, will raise .10 cents for every jug collected. The money for each jug will be donated by TerraCycle Inc., a Trenton based company that makes all organic plant food and fertilizers that are made from and packaged entirely out of waste.

The “Jugs for Jersey Schools” campaign which begins Thursday will run indefinitely. TerraCycle will donate .10 cents for every jug collected to John Witherspoon Middle School, in the Princeton area. If you want to get involved, simply take your 1-gallon milk or water jugs (with or without caps, clean or dirty) to Whole Foods at 3495 Brunswick Pike Princeton, NJ. Melissa McDermott, from Whole Foods Market said, “We are very excited about this unique opportunity to share Whole Foods Market’s commitment for reusing and recycling while raising money for our local schools.”

TerraCycle will use the 1-gallon jugs to package their new line of all-organic Potting Mixes, in stores beginning 2007. The line will include All-Purpose, African Violet, Cactus and Seed-Starting Potting Mixes. By packaging their potting mix in the recycled jugs, TerraCycle will be the first company to offer potting mixes not sold in plastic bags.

The re-used containers will help make TerraCycle’s worm poop potting mix North America’s most eco-friendly potting mix. “TerraCycle is very excited to have created a Potting Mix, that like the rest of our products, has zero adverse affect on the environment and is still of the highest quality.” Said Tom Szaky, founder and CEO of TerraCycle.

As part of TerraCycle's continued dedication to being Eco-friendly, the Potting Mix is also entirely organic and peat-free. Most major commercial potting mixes are peat-based, which many environmental groups claim is detrimental to the environment, stating that one of the only ways to harvest peat is to strip mine bogs and other lowlands.

TerraCycle's Potting Mix is composed of worm poop, natural compost, paper waste and coconut coir. All of these ingredients are made from waste that is transformed through natural processes. To learn more about TerraCycle, visit their website: www.terracecycle.net

About TerraCycle, Inc.

A young angel-funded company co-founded in 2002, TerraCycle (www.terracecycle.net) is the brainchild of a then 20-year-old Canadian entrepreneur and Princeton University dropout. TerraCycle Plant Food debuted at Canadian Wal*Mart and Home Depot in 2005 and was honored with Home Depot Canada's 2005 Environmental Stewardship

Award. In July 2006, an Inc. magazine cover story crowned TerraCycle "The Coolest Little Startup in America."

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com) is the world's largest natural and organic foods supermarket and America's first national certified organic grocer. In fiscal year 2003, the company had sales of \$3.1 billion and currently has more than 160 stores in the United States, Canada, and the United Kingdom. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market, Harry's Farmers Market®, and Fresh & Wild® are trademarks owned by Whole Foods Market IP, LP. Whole Foods Market employs more than 30,000 team members and has been ranked for seven consecutive years as one of the "100 Best Companies to Work for" in America by *Fortune* magazine.