



## Edgar & Ellen<sup>®</sup> and TerraCycle<sup>™</sup> – A Match Made in Worm Poop!

Worm-loving Edgar & Ellen<sup>®</sup> Sign On As Official Spokes-Characters of TerraCycle's Kids Recycling Program

Media Advisory for September 19, 2006

CHICAGO, IL – Star Farm's *Edgar & Ellen*<sup>®</sup>, the popular book and television series, and *TerraCycle*<sup>®</sup>, an organic liquid plant food made from worm poop, are teaming up to encourage kids and their families to recycle! Edgar & Ellen will become official spokes-characters for TerraCycle's Bottle Brigade, a nationwide recycling and fundraising program operated by TerraCycle with the help of schools and community groups nationwide.

### Kid bottle donors will be credited at stores nationwide

TerraCycle's Bottle Brigade is a program designed to help kids recycle and to give back to the community at the same time. When kids send in empty 20 oz. soda bottles, their schools receive 5 cents per bottle. TerraCycle reuses the bottles as packaging for the world's first product made and packaged entirely in waste. The bottle Brigade has expanded to over 1400 schools and community groups nationwide. To date, the Bottle Brigade has rescued over 1.1 million bottles from ending up in a landfill.

For the first time kids will have the opportunity to have their names placed on a consumer product by filling out Edgar & Ellen labels with their first name and hometown and attaching them to their donated bottles. This also allows kids a new level of ownership over their recycling efforts. Instead of putting a bottle into a bin and never seeing it again, kids will know exactly how their bottles will be reused. Then the kids can go to any Target store to find out where other kids are recycling. On the back of each label, kids can write down ideas for helping the environment. Or they can simply send their ideas to [www.edgarandellen.com](http://www.edgarandellen.com) to be posted. After the bottles are filled, they will feature their kid-collectors' names and ideas for helping the environment. The labeled bottles will be sold at Target stores nationwide.

### More on Edgar & Ellen and TerraCycle





Edgar and Ellen love garbage, worms and everything ooey goey and gross that they can use for their inventive pranks. They support TerraCycle because they're masters of mischievous recycling and great admirers of worm poop. Inventive Edgar finds ways to reuse and recycle all kinds of mysterious matter from the junkyard next door. Clever Ellen, with her gift for horticulture and poisonous plants, finds the junkyard soil ideal for raising her pet carnivorous plant.

Edgar & Ellen, for ages 8 to 12, are pranksters extraordinaire who crave outrageous fun. This multiple media phenomenon appears as animation on Nicktoons Network, in a 6-book series with Simon & Schuster Children's Publishing, and as a thriving online community at [www.edgarandellen.com](http://www.edgarandellen.com). Enjoy the ride and savor the inevitable consequences when each plan backfires.

Star Farm Productions® creates entertainment the way today's digital generation consumes it. Partners include Nickelodeon International, Simon & Schuster Children's Publishing, Mattel® and other global leaders in the family market.

TerraCycle Plant Food™ is liquefied worm poop made from worm-processed organic waste and packaged in reused soda bottles, many of which are collected in fund raising efforts by school children and non-profit groups throughout the U.S. and Canada. TerraCycle Plant Food™ is the flagship product of TerraCycle, Inc. ([www.terracycle.net](http://www.terracycle.net)) a young angel-funded company co-founded in 2002 by a then 20-year-old Canadian entrepreneur and Princeton University dropout. TerraCycle Plant Food™ debuted at Wal\*Mart and Home Depot in Canada 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." TerraCycle is now carried nationwide at stores such as Whole Foods Market, CVS Pharmacy, Wild Oats Market, ACE Hardware and many others.

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