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American Red Cross of The Heartlands Teams Up with Sorority to Help Find Packaging for Worm Poop.

Together They are Collecting Used 20oz Soda Bottles in a Fundraising Campaign to Benefit Local Disaster Relief Efforts

September 21st (Billington, IL): The Red Cross of The Heartlands is running a continuing fundraising campaign to help with local disaster relief efforts. The campaign is to collect 20 oz soda pop bottles, which are shipped to TerraCycle®, a plant food company based in New Jersey. TerraCycle in return, donates five cents per bottle to the Red Cross of the Heartlands. TerraCycle uses the bottles to package its all-organic plant food (liquid worm poop). Participants get to help create the world's most eco-friendly product by saving their garbage and at the same time raise money in the process. So far the Red Cross, with the help of Alpha Gamma Delta, has collected over 2,000 bottles and counting and in return has raised over 100 dollars.

The Red Cross is not alone in their collection efforts. The Red Cross receives help with the campaign from Alpha Gamma Delta Sorority at Illinois Wesleyan University. The sorority is running a competition to see which rooms in the house can collect the most bottles. The Red Cross has also enlisted Central Catholic High School's Key Club to help collect bottles. The Key Club setups bins to deposit the pop bottles at all of Central Catholic's home football games. Also signed on to help with the collection is the Parks and Recreation Department, who donates bottles recycled in local parks.

The campaign lead by The Red Cross is part of a nationwide collection being organized by TerraCycle, called the Bottle Brigade. Over 1450 schools, churches, hospitals and community groups have signed on to make money by collecting the used soda pop bottles. To date, the Bottle Brigade has rescued over 1.1 million bottles from ending up in landfills! To sign up, simply visit: www.terracecycle.net/bb/. TerraCycle is the first company in the world to package its product in used soda bottles!

About TerraCycle:

TerraCycle Plant Food™ is the first consumer product made and packaged entirely from trash. TerraCycle uses worm poop to make naturally powerful plant foods, and packages them in discarded soda bottles, like the one's collected by The American Red Cross of the Heartlands. Whenever possible, the eco-capitalist company uses discarded materials, such as surplus spray heads and misprinted shipping boxes. TerraCycle products are available at leading retailers such as Home Depot, Wal-Mart and CVS; at specialty retailers such as Whole Foods and Wild Oats; and at hardware stores including ACE, Do it Best and True Value and in 2007 will be available at Target Stores. In July 2006, an Inc. magazine cover story crowned TerraCycle, "The Coolest Little Startup in America."