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Husband and Wife Duo Lead Local School Recycling Effort!

Team of local teachers is running a fundraising campaign with help of students and local businesses.

November 1, 2006 (Sheboygan, WI): Christina and Richard Zeuner are running an ongoing recycling campaign to help raise money for St. Paul's Lutheran Pre-School and Lutheran High School. Both teachers are collecting used 20 oz pop bottles at their respective schools. For each bottle collected, TerraCycle, maker of all-natural plant foods, donates 5 cents to the schools. TerraCycle re-uses the old pop bottles to package its plant food made from liquid worm-poop.

The campaign lead by the Zeuners is part of a nationwide bottle collection being organized by TerraCycle, called the Bottle Brigade. The husband-wife team is one of the top collectors in the Bottle Brigade. With the help of their students and even local businesses like J.L French Automotive Castings, they have saved almost 5,000 bottles from becoming trash. That impressive total means that they have raised almost 250 dollars combined for their schools.

Over 1600 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 1.2 million bottles from ending up in landfills! To sign up, simply visit: www.terracycle.net/bb/. TerraCycle is the first company in the country 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 all-natural, effective plant foods, and packages them in discarded soda bottles, like the bottles collected by Christina and Richard Zeuner. 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 available at Target Stores. In July 2006, an Inc. magazine cover story crowned TerraCycle, "The Coolest Little Startup in America."