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FAIRMONT CHATEAU LAKE LOUISE HELPS REACH NATIONWIDE RECYCLING EFFORT OF 100 MILLION CIGARETTE BUTTS

Fairmont Chateau Lake Louise Reduces Waste and Helps TerraCycle Reach 100 Million Mark in Nationwide Collection

[LAKE LOUISE, Alberta], September 12, 2018 – The Fairmont Chateau Lake Louise is keeping cigarette butts off the street and out of landfills. Through TerraCycle’s free, national Cigarette Waste Recycling Program, the hotel has helped the nationwide collection reach the milestone of 100 million cigarette butts diverted from the waste stream. Along with keeping the butts out of landfills, collectors earn points that can be redeemed for cash donations to the non-profit of the collector’s choice. Through the efforts of collectors like their own, nationwide donations have just passed \$79,000.

“The Fairmont Chateau Lake Louise aims to divert as much waste as possible from landfills and TerraCycle’s cigarette butt recycling program has helped us achieve this goal while allowing us to contribute to a local charity in Canmore,” says Savina Caporali, Regional Director of Sustainability. “We have been a part of the program for four years and hope to continue to use it to not only reduce waste in landfills, but to raise awareness on the effects of litter on the local environment.”

TerraCycle Canada is the first region in the company’s history to launch the Cigarette Waste Recycling Program, and has collected over 100 million cigarette butts (more than 34 weighted tons) since 2012. To put that into perspective, the weight of cigarette butts diverted from streets, landfills and oceans is approximately the weight of 25 beluga whales. The waste collected through this program is recycled into a variety of industrial products, such as plastic lumber, and any remaining tobacco and paper is recycled as compost.

“Every year, billions of cigarette butts end up in dumpsters and landfills, or get tossed as litter on shorelines, parks, and sidewalks across Canada” said TerraCycle CEO Tom Szaky. “We have a big ‘thank you’ for the more than two thousand locations that have helped us collect 100 million cigarette butts through this recycling program.”

TerraCycle is an international recycling company that finds innovative solutions for materials not typically accepted at municipal recycling facilities. Any individual, business or organization interested in reducing local landfill waste can learn more about TerraCycle at www.terracycle.ca.

About TerraCycle

TerraCycle Canada, a Progressive Waste Solutions partner, takes difficult-to-recycle packaging and turns it into a variety of raw materials that are sold to manufacturers to produce new products. Founded in 2001, TerraCycle is the world leader in the collection and reuse of non-recyclable post-consumer waste. In 21 countries, the waste is collected through programs that donate money to schools and charities. To learn more, visit www.terracycle.ca.

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