

## **PDPLAY Partners with TerraCycle On Old Navy National Playground Project**

*Nationwide Recycling Drive Results In Donated PDPLAY Playgrounds in Texas, California and New York*

Vista, Calif., September 19, 2011 – PDPlay, the leading designer and manufacturer of environmentally friendly commercial playground equipment for parks, schools, child development centers, communities and the military, announced today a partnership with TerraCycle, Inc, the pioneer upcycling and recycling company, and Old Navy to design, manufacture and install four new playgrounds for the 2011-2012 school year. The playgrounds, donated by Old Navy and TerraCycle, are made from used flip flops collected from Old Navy customers earlier this year during a month-long 'Flip Flop Replay' collection drive. The donation recipients are schools in Austin, Texas, San Jose, Calif., Poughkeepsie, N.Y. and a fourth that is yet to be selected.

The Flip Flop Replay, a nationwide flip flop collection campaign, started Earth Day, April 22 and ran through May 21 at all U.S. Old Navy stores. The drive resulted in almost twenty thousand used flip flops being diverted from landfills. It was the first time a nationwide retailer has initiated a large-scale effort to collect flip flops to have them recycled into playgrounds.

PDPlay's bright and colorful play structures are made out of the highest amount of post-consumer recycled content available in the commercial market. PDPlay's use of post consumer HDPE (high-density polyethylene) recycled plastic lumber keeps millions of recyclables out of landfills each year. The company's poured-in-place safety surfacing and other rubber surfacing options are made from 100% post-consumer content sourced from landfills.

"This exciting playground project not only gives kids a great place to play, it's a real-world case study on the opportunity they have to positively impact the environment," said John Ogden President of PDPlay.

TerraCycle CEO Tom Szaky added, "This program is a great example of turning old, worn items like flip flops into a resource to benefit so many people. The schools are beyond excited to receive their playgrounds."

The playgrounds are scheduled for installation during September and early October at Brentwood Oaks Developmental Preschool School in Austin, Noble School in San Jose and Tabernacle Christian Academy in Poughkeepsie.

### **About TerraCycle**

TerraCycle, Inc. is an international upcycling company that takes difficult to recycle packaging and turns it into affordable, innovative products. Founded in 2001, TerraCycle ([www.terracycle.net](http://www.terracycle.net)) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over thirty major brands in the U.S. (and in a growing number of other countries) to collect used packaging and products (chip bags, candy wrappers, juice pouches, pens, toothbrushes, etc.) that would otherwise be destined for landfills. It repurposes that waste into new innovative materials and products that are available online and through major retailers. The waste is collected through TerraCycle's Brigade programs, which are free fundraisers that pay schools and non-profits for every piece of waste they collect and return. For information on how to join a TerraCycle Brigade and on purchasing TerraCycle products please visit [www.terracycle.net](http://www.terracycle.net).

**About PDPlay**

PDPlay is the leading designer and manufacturer of environmentally friendly commercial playground equipment, natural playgrounds, safety surfacing and recreation site furnishings for parks, schools, child development centers, communities and the military. PDPlay's bright and colorful play structures are made out of the highest amount of post-consumer recycled content available in the commercial market and keep millions of recyclables out of landfills each year. Based in Vista, California, PDPlay's play structures and natural playgrounds are available worldwide through an extensive dealer network. For more information visit [www.pdplay.com](http://www.pdplay.com) or contact the company at 800.585.3131.

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