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## Wine Lovers Unite to help the Environment One Cork at a Time

*TerraCycle's Cork Brigade partnership with VinVillage drives the world's first major cork upcycling program*

**Trenton, NJ** - TerraCycle, the maker of very popular eco-friendly products, is excited to announce their new partnership with VinVillage, the social organization for wine and food enthusiasts. **TerraCycle, in partnership with VinVillage and its partners and members, is working to collect natural and synthetic corks to be upcycled into products that will be available at major retailers across the nation.** This is the first cork collection program that upcycles the collected corks into affordable, eco-friendly consumer products.

TerraCycle's first cork-based product is a 16 inch square corkboard that is perfect for use in the home or office. These corkboards will be available at OfficeMax and other highly visible retailers. Several other products made exclusively from corks and other post-consumer waste are in development – look out for them as they hit store shelves across the United States.

Used corks are collected and “upcycled” through the TerraCycle Cork Brigade™ program, a new, nationwide cork recycling program. Anyone can join for FREE on the VinVillage website at [www.VinVillage.com](http://www.VinVillage.com). Follow the link for more details on Cork Brigade, and sign up today!

Using TerraCycle's other Brigades as a model, “Nomacorc”, the worldwide leader in 100% recyclable alternative wine closures ([www.nomacorc.com](http://www.nomacorc.com)), recently signed an agreement to sponsor Cork Brigade to facilitate cork collection. TerraCycle's “Bottle Brigade”, for example, has enabled TerraCycle to rescue and reuse over 2 million soda bottles. Thanks to the generous Sponsors (who donate 5 cents per item collected) TerraCycle has donated almost \$100,000 to non-profit organizations, and the plan is to implement a similar program to reuse the millions of corks that are tossed into landfills each year, while simultaneously helping select non-profit organizations.

For more information on Cork Brigade, go to [www.VinVillage.com](http://www.VinVillage.com).

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