



## L.O.L SURPRISE! NEW RECYCLING PROGRAM WITH TERRACYCLE KICKS OFF MAY 29

*New Program Brings Recycling Ease to Consumers Just in Time for Key Summer Product Launches: L.O.L. Boys Series, L.O.L. Sparkle Series and L.O.L. Oh La La Baby Surprise*

**(Chatsworth, Calif., May 29, 2019)** – Beginning today, all L.O.L. Surprise!® products are now easier to recycle with a new program between [MGA Entertainment, Inc.](#) (MGAE) the fastest growing and largest privately held toy company, and TerraCycle, a global leader in recycling complex materials. The new, free program officially launches today on May 29, 2019 and is available to L.O.L. Surprise! fans in the United States.



“TerraCycle is a leader in this field and we are excited to partner with them as we continually look to push for more sustainable and environmentally friendlier products,” said Isaac Larian, CEO and Founder of MGA Entertainment. “Our new partnership with TerraCycle is one example of our commitment to leaving a healthier planet for kids – this initiative will cost MGA, but it’s worth it. We are also working on and testing other sustainable initiatives to take this even further. I hope other leaders in the toy industry will follow suit.”

The L.O.L. Surprise! Recycling Program with TerraCycle allows fans to easily send all L.O.L. Surprise! packaging and products directly to a knowledgeable source, ensuring items are properly disposed of and recycled. To participate in the program, there are three simple steps:

- **Sign Up!** -- Sign up on the TerraCycle program page at <https://www.terracycle.com/en-US/brigades/lol-surprise>
- **Print the Shipping Label** – On the L.O.L. Surprise! page, click to submit product. At that point, a shipping label will populate.
- **Ship the Box** – Completely fill any shipping box with L.O.L. Surprise! packaging and products, affix the shipping label and ship the box to TerraCycle to be recycled.

“MGA Entertainment is a great partner, and one that is truly dedicated to making products consumers love, while also taking responsibility for preserving the environment,” said Tom Szaky, TerraCycle’s founder and CEO. “By encouraging future generations to rethink what is waste, together we are making it simple for consumers to have a positive impact on the environment for future generations.”

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The L.O.L. Surprise! Recycling Program is open to any interested individual, school, office, or community organization and once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

International programs will launch beginning in the U.K. in July 2019 and other countries will roll out further in the year.

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#### **ABOUT MGA ENTERTAINMENT**

MGA Entertainment, Inc., a consumer entertainment products company headquartered in Chatsworth, California, creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as L.O.L. Surprise!®, Little Tikes®, Springlings™ Surprise, Num Noms®, Poopsie Slime Surprise!™, Project Mc2®, Crate Creatures Surprise!™, and Zapf Creation®. Visit us at [www.mgae.com](http://www.mgae.com).

#### **ABOUT TERRACYCLE**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$25 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).