



Santa Fe Natural Tobacco Company, Inc.  
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## **Santa Fe Natural Tobacco Company announces major recycling milestone**

**OXFORD, N.C. – Dec. 14, 2018** – More than 100 million and counting! That's how many pieces of cigarette waste have been recycled since the Fall of 2012, when Santa Fe Natural Tobacco Company, Inc. (SFNTC) partnered with TerraCycle to launch a pioneering program that's helping to keep cigarette litter off our nation's streets, beaches and public places — and out of our landfills.

"This is a great accomplishment that testifies to the commitment of thousands of adults across the country who are helping to reduce cigarette waste," says SFNTC President Ryan Ball. "The program not only reinforces the need to dispose of cigarette waste responsibly, but also goes beyond that by actually making the waste useful."

Ball says that SFNTC worked with TerraCycle to develop the Cigarette Waste Recycling Program, which lets adult volunteers across the country collect cigarette butts and send them to TerraCycle, where they are combined with other recyclable materials to make useful, Earth-friendly items such as lumber, furniture, containers and more.

SFNTC covers all of the costs of the program, and for every pound of cigarette waste collected, the company also donates \$1.00 towards the Keep America Beautiful Cigarette Litter Prevention Program, which is now active in 1,700 communities across the country.

Ball notes that the estimate of more than 100 million pieces of cigarette waste collected since the program began is based on one pound of cigarette waste being equal to 1,000 cigarette butts.

"Since we first opened our doors in 1982, Santa Fe Natural Tobacco Company has been committed to environmental sustainability," Ball says, "and we are proud to play an important role in reducing cigarette litter and encouraging adult smokers to do the same."

### **About TerraCycle**

TerraCycle is the world's leader in the collection and repurposing of complex waste streams, ranging from used cigarette butts to coffee capsules to ocean plastic to oral and beauty care products and packaging. The company's website is [www.TerraCycle.com](http://www.TerraCycle.com).

### **About Santa Fe Natural Tobacco Company**

*Santa Fe Natural Tobacco Company, Inc. is a subsidiary of Reynolds American Inc., which is an indirect, wholly owned subsidiary of British American Tobacco p.l.c. Santa Fe Natural Tobacco Company manufactures and markets Natural American Spirit tobacco products, including styles made with organic tobacco. For more information, visit [www.SFNTC](http://www.SFNTC)*