

## **NOVA Chemicals Expands Award-Winning Recycling Campaign to Educate Students**

### **Pilot program launched at Blackhawk Intermediate School results in naming of "The Foaminator™"**

Three years after introducing an in-house campaign to encourage employees to recycle "Foam from Home," NOVA Chemicals' initiative to recycle expanded polystyrene (EPS) foam has grown to include six permanent drop-off sites, a partnership with PRC, hard-to-recycle collection events and numerous industry accolades.

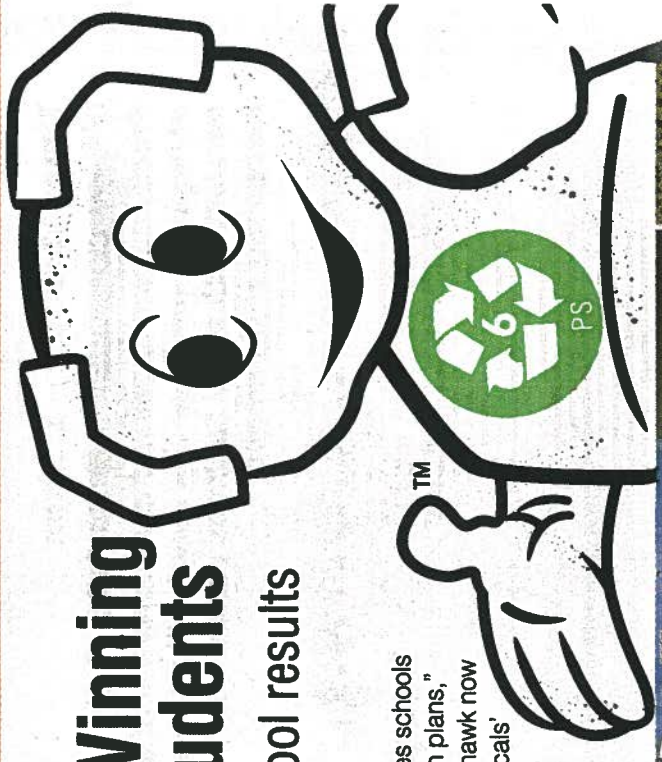
NOVA Chemicals is now focusing its efforts on reaching a younger audience – school students – with the same important message that EPS foam packaging material can be collected and made into a variety of products such as clothes hangers, decorative moldings and picture frames.

"This is an important initiative since many people don't realize that foam is recyclable," said Brian Fedor, NOVA Chemicals Expandable Styrenics Manufacturing Leader. "NOVA Chemicals continues to find ways to actively support, engage and educate its employees and the community on the sustainability of its products."

During the 2014/15 school year, NOVA Chemicals introduced an educational pilot program at Blackhawk Intermediate School in partnership with the Pennsylvania Resources Council (PRC) and Beaver County Department of Waste Management & Recycling.

The program featured an all-school assembly, placement of collection bins, teacher tool kits and a contest to name the "foam man" character appearing on campaign materials. The winning trademarked name, "The Foaminator™" was chosen from 130 student entries.

"We're proud that NOVA Chemicals enables schools to incorporate a recycling program into lesson plans," said Fedor. "More than 600 students at Blackhawk now have access to foam recycling. NOVA Chemicals' commitment to expanding the initiative gives students an opportunity to take pride in recycling their foam from home and school."



According to Tyler Merchant, Public Relations Manager of EPS Industry Alliance, "What began as a modest program for employees to recycle their polystyrene from home has grown into a collaborative effort that recycles thousands of pounds of EPS for communities in Pennsylvania. This serves as a model for other communities to participate in sustainable recycling partnerships. NOVA Chemicals is a great example of how individuals coming together can tackle a common recycling problem and achieve extraordinary results."

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