

Grand Rapids-Area School Wins 2021 Colgate and Meijer Recycling Contest

Sustainability takes teamwork. That's a lesson Assumption of the Blessed Virgin Mary Catholic School in Belmont, Mich. is mastering.

The Grand Rapids-area school won the 2021 Colgate and Meijer School Challenge. As part of the contest, participating schools collected oral care waste, such as empty toothpaste tubes and floss containers, to be sent to [TerraCycle](#) for recycling.

TerraCycle partners with consumer product companies, retailers and cities to recycle products and packages — from dirty diapers to cigarette butts — that would otherwise end up in landfills or be incinerated.

"I would like to thank the entire Assumption school and parish family, and our local community, for all of their support and effort in helping us win this amazing contest," said Domenic Franconi, Principal at Assumption of the Blessed Virgin Mary School in Belmont.

Schools earned credits for each "unit" of waste collected, defined as 0.02 pounds of used, post-consumer oral care products and packaging. There was also an opportunity to earn additional supply credits by encouraging parents, teachers, family and friends to vote online.


Through this contest, we're pleased to encourage future generations to care as much about recycling and sustainability as we do at Meijer.

"Our stores are built upon the idea that to be a good company, we must be a good neighbor. Meijer integrates environmental sustainability into our daily operations, not only because it makes good business sense, but because it aligns with our values and mission of enriching lives in the communities we serve," Meijer Grand Rapids Market Director Jay Mahabir said at the school's donation celebration.

The school earned enough supply credits to win 70 desk-and-chair sets, 150 backpacks, 150 pencil cases and 300 pens made of recycled oral care products.

In a selfless act, the students decided to pass part of their prizes to a less fortunate school in Alabama.

"Not only have you shown your passion for recycling through this challenge, but you're also showing your commitment to being a good neighbor by sharing part of your prize with students with needs greater than your own," Jay said. "You all clearly understand that, sometimes, being a good neighbor means reaching beyond your own community ... in this case, all the way to Alabama. Your global mindset, generous spirits and hard work will take you all far. I'd be happy to have any of you on my team."

Additional assets available online:  [Photos](#) (4)

<https://meijercommunity.com/Grand-Rapids-Area-School-Wins-2021-Colgate-and-Meijer-Recycling-Contest>