



Contact: Alyssa Ngo  
(213) 740-1234  
ajngo@usc.edu

For Immediate Release

### LEGO Releases New Brick in Goal Towards 100% Sustainable Products

ENFIELD, Conn., Nov. 1, 2022 — Just in time for the holidays, LEGO is launching its new brick made entirely from old plastic bottles. With the same feel as the iconic bricks, the new LEGO pieces are 100% recyclable. Set to launch in stores and online this Friday, Nov. 4, LEGO continues their efforts towards sustainability by reducing and reusing plastic waste.

In addition to the new brick, LEGO announces their 'Bottles to Bricks' recycling campaign, an interactive way for kids, teens, and adults to engage in the brick-making process. By recycling their own plastic bottles at participating LEGO stores and partnered recycling centers, kids can gain access to exclusive games, activities, and prizes, including LEGO's new 'Bottle Tracker,' an online site that allows kids to track their recycled plastic bottles and watch them turn into real-life LEGO sets and pieces.

“We are committed to playing our part in building a sustainable future for generations of children. We want our products to have a positive impact on the planet, not just with the play they inspire, but also with the materials we use,” says Tim Brooks, vice president of environmental responsibility at LEGO.

Behind the scenes, LEGO is reducing environmental and ocean pollution and working towards reusing and repurposing waste. Since 2015, LEGO has invested over \$100 million into new sustainable and recycled materials to create their infamous bricks. The new brick, more flexible and durable than the last, is LEGO’s first completely recyclable building piece suitable for play. With more than 100 employees working on sustainability at LEGO, fully sustainable materials are on track to be used in its products by 2030, including plastic-free packaging and compostable LEGO building pieces.

“This is definitely a step towards a better tomorrow,” says LEGO CEO Niels Christiansen. “It is so important to start teaching kids at a young age to care about their environment. Recycling is such a small and simple way to make the most impact, so we are excited to teach kids how they can make a difference.”

###