



# CHAMPIONSHIP CIRCULARITY



## THE CHALLENGE.

Major sporting events generate large amounts of waste. Championship games, in particular, can see heightened consumption of concession items, creating an environmental challenge. Recycling at large sports venues is often difficult due to the complex infrastructure and education needed to capture most of the recyclable materials.

The question facing sustainability-focused organizations was clear: How could championship events become showcases for circular economy solutions?

## THE PARTNERSHIP.

Four organizations with shared sustainability values came together to create a groundbreaking solution: Purecycle, 4ocean, Churchill Container, and the National Championship.

Together, they introduced the Run It Back™ line of cups at the 2026 College Football Playoff National Championship. These cups are made with 100% PureFive® resin from PureCycle. Through Churchill Container's certified partnership with 4ocean, every 20 cups sold during the national championship game helped fund the removal of one pound of trash from the ocean.

Additionally, through its Playoff Green initiative, the CFP committed to fund the removal of 5,000 pounds of plastics and debris from the ocean, rivers and coastlines around the globe. With 18,000 cups sold during the title game, a total of 5,900 pounds of trash will be removed from the ocean through this collaboration.

## THE SOLUTION.

### Revolutionary Recycling Technology

PureCycle's proprietary dissolution recycling technology addressed the core challenge that had prevented truly circular plastic solutions in food-contact applications. Unlike traditional recycling, which struggles with contaminated plastics, PureCycle's process removes color, odor, and contaminants at the molecular level.

The result: PureFive® resin that meets stringent food safety requirements while performing similarly to virgin polypropylene. This breakthrough enabled Churchill Container to create cups and containers that could carry the "recycled content" label without compromising on quality, appearance, or safety.



The pioneer in dissolution recycling technology, transforming contaminated polypropylene waste into high-quality, recycled PureFive® resin.



Ocean cleanup company dedicated to ending the ocean plastic crisis through their global cleanup operations.



Packaging innovator committed to creating sustainable food-contact products.



Sports organization seeking to minimize their environmental impact.



"The biggest challenge when creating sustainable polypropylene products like championship event cups is finding a recycled resin that is produced from post-consumer waste and can meet food safety, appearance, odor and processing requirements. Thanks to PureCycle's dissolution recycling technology, their PureFive® resin looks and performs similarly to traditional virgin polypropylene resins."

**ERIK JOHNSON**

PRODUCT DIRECTOR  
CHURCHILL CONTAINER

"We're stoked to partner with Churchill Container during the College Football Playoff and turn this moment into meaningful ocean impact. Every Run It Back™ cup sold is helping to fund the removal of trash from the ocean and together this program is helping remove thousands of pounds of plastic and trash from the ocean and coastlines around the world."

**ALEX SCHULZE**

CEO & COFOUNDER  
4OCEAN REPRESENTATIVE

## Innovative Product Design

Churchill Container's Run It Back™ line represented a significant innovation in sustainable packaging:

- ✓ Made with up to 100% PureFive® resin from PureCycle
- ✓ Performs identically to cups made with virgin plastic. Available in multiple sizes and configurations for various beverage or container needs
- ✓ Available in multiple sizes and configurations for various beverage or container needs
- ✓ Can be recycled again, creating true circularity

## Ocean Conservation Impact

Through Churchill Container's certified partnership with 4ocean, the Run It Back™ cup initiative extends beyond sustainable materials to active ocean conservation. Every 20 cups sold during the national championship game helped fund the removal of one pound of trash from the ocean.

This meant fans weren't just purchasing a sustainable souvenir, they directly funded ocean cleanup operations. Each cup purchase represents tangible action toward protecting marine ecosystems and reducing plastic pollution at its source.

## THE IMPACT.

### Environmental Benefits

The championship debut of Run It Back™ cups created multiple environmental benefits:

- ✓ **Waste Diversion:** Thousands of pounds of plastic waste diverted from landfills through the use of recycled content
- ✓ **Ocean Cleanup:** Every 20 cups purchased funded the removal of 1 pound of trash from oceans, rivers, and coastlines worldwide. Plus, an additional 5,000 pounds of plastic and debris will be cleaned from global waterways through the College Football Playoff's 'Playoff Green' initiative
- ✓ **Circular Economy:** Demonstrated a complete plastics-to-plastics loop at a major event
- ✓ **Consumer Education:** Raised awareness among thousands of attendees about sustainable alternatives



“Driving sustainability is a team sport, and when you collaborate, it becomes a force multiplier. We are very proud to grow our relationship with Churchill Container and to broaden the overall impact with 4Ocean. The College Football Playoff is proving that by collaborating with strong partners to combine memorable fan experiences with meaningful environmental action, we can make a real impact.”

### DUSTIN OLSON

CEO

PURECYCLE TECHNOLOGIES

### Industry Leadership

The collaboration positions all four organizations as sustainability leaders in their respective industries:

- ✓ First major deployment of souvenir cups made with recycled content at a championship-level sporting event
- ✓ Demonstrated that sustainable solutions don't require compromise on quality or performance
- ✓ Created a blueprint for other venues and events to follow
- ✓ Showed how multi-stakeholder collaboration can drive meaningful environmental progress

### LOOKING FORWARD.

The successful championship debut of Run It Back™ cups opens the door for broader adoption across the sports and entertainment industry. With growing consumer demand for sustainable options and proven technology that delivers both environmental and performance benefits, the future of stadium concessions is increasingly circular.

The collaboration between PureCycle, Churchill Container, 4ocean, and forward-thinking event organizers demonstrates that sustainability at scale is not only possible but practical. By connecting sustainable product design with direct ocean conservation efforts, this initiative shows how a single purchase can create multiple positive impacts – from reducing virgin plastic production to funding active cleanup of existing ocean pollution.

When sustainability leaders unite around a common goal, they don't just create products, they create movements.

“While an event of our size will always present challenges, our approach is to make sustainability part of the event design from the start, so reducing waste does not slow the experience but becomes a part of delivering a world-class championship.”

### RYAN ALLEN HALL

SR. DIRECTOR OF PUBLIC EVENTS AND SPONSORSHIPS  
COLLEGE FOOTBALL PLAYOFF



## ABOUT PURECYCLE TECHNOLOGIES.

PureCycle Technologies LLC., a subsidiary of PureCycle Technologies, Inc., holds a global license for the only patented dissolution recycling technology, developed by The Procter & Gamble Company (P&G), that is designed to transform polypropylene plastic waste (designated as #5 plastic) into a continuously renewable resource. The unique purification process removes color, odor, and other impurities from #5 plastic waste resulting in our PureFive® resin that can be recycled and reused multiple times, changing our relationship with plastic. Visit: [www.purecycle.com](http://www.purecycle.com)

### PURECYCLE CONTACT

**Christian Bruey**

[cbruey@purecycle.com](mailto:cbruey@purecycle.com)

### INVESTOR RELATIONS CONTACT

**Eric DeNatale**

[edenatale@purecycle.com](mailto:edenatale@purecycle.com)



## ABOUT CHURCHILL CONTAINER, LLC.

For over 45 years, Churchill has been producing collectible, reusable, and recyclable drinkware and foodware in our Kansas City area manufacturing plant. As the #1 supplier of collectible concessions items in stadiums and arenas, we're committed to enhancing the guest experience through great product design and continuous innovation. As an active member of the Green Sports Alliance, we take sustainability seriously. We reuse or recycle all our own plastic waste and design all of our products to be reusable or recyclable.



[www.churchillcontainer.com](http://www.churchillcontainer.com)

[info@churchillcontainer.com](mailto:info@churchillcontainer.com)

[Linkedin](#)

[Instagram: @churchillcontainer](#)

## ABOUT 4OCEAN.

4ocean is an ocean cleanup company based in Boca Raton, FL, that's dedicated to ending the ocean plastic crisis. As a Public Benefit Corporation and Certified B Corp, they harness the power of business to fund a global cleanup operation that recovers millions of pounds of plastic and other debris from the world's ocean, rivers, and coastlines each year.

Website: [4ocean.com](http://4ocean.com)

Twitter: @4ocean

Facebook: @4oceanBracelets

Instagram: @4ocean

TikTok: @4ocean

