



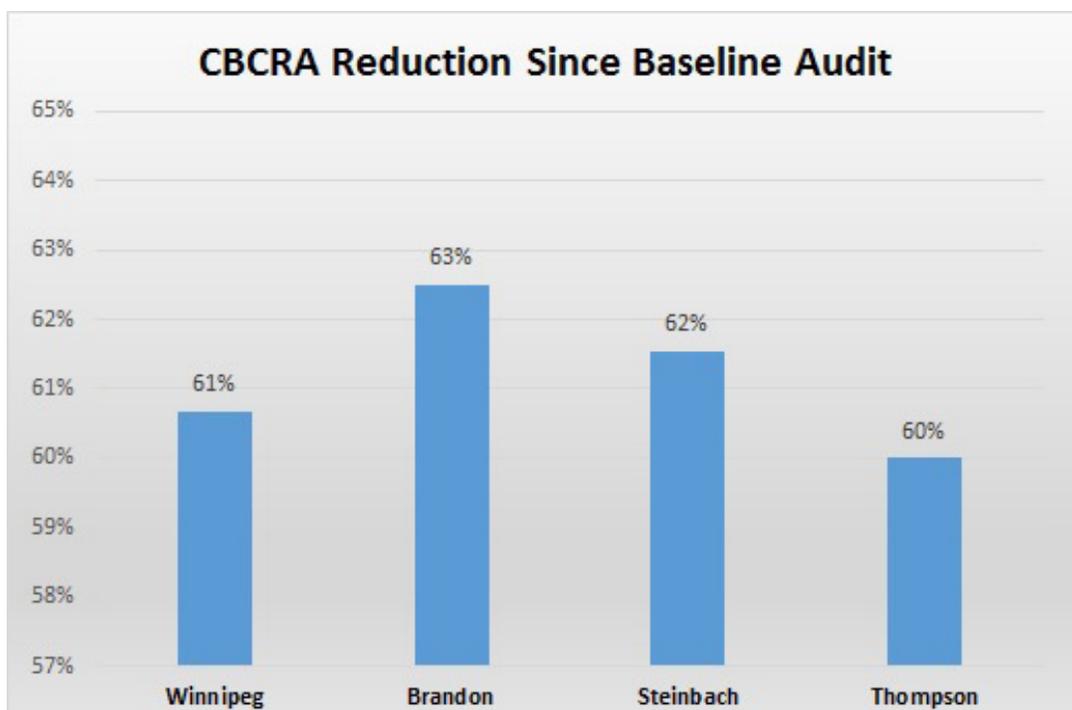
Manitobans Continue to Litter Fewer Empty Beverage Containers



Dec. 29, 2015

WINNIPEG – The annual litter audit released by the **Canadian Beverage Container Recycling Association (CBCRA)** reveals that there were substantial reductions in the amount of empty beverage containers discarded as litter at select sites across Manitoba. From 2014 to 2015, **Winnipeg** saw a **40 per cent** reduction in beverage container litter and **Brandon** saw a **25 per cent** decrease. The findings align with decreases observed year over year since the Winnipeg and Brandon audits began in 2010, where overall decreases have been **61** and **63 per cent** respectively. (Demonstrated in the baseline graph below.)

“What we think this suggests is that year after year, Manitobans are becoming increasingly knowledgeable about where they should and should not put their empty beverage containers,” said **Ken Friesen, Executive Director** of the CBCRA, which operates the **Recycle Everywhere program**. “In just five short years, we are confident that Recycle Everywhere programming, our promotional and educational campaigns, and the proliferation of Recycle Everywhere bins across the province are all playing a part in successfully informing residents and improving empty beverage container recycling behaviour.”



Communities newer to the annual litter audit include **Steinbach** and **Thompson**. Steinbach saw a **17 per cent** drop in empty beverage container litter rates from 2014 to 2015, and overall a **62 per cent** drop since its baseline year in 2013. Thompson's rates dropped **60 per cent** from its baseline year in 2014.

The audits have been conducted by MGM Management, a Canadian environmental consulting firm that conducts litter audits across North America. The company classifies litter in two ways: “large” litter for items more than four square inches in size and “small” for anything less. Empty beverage containers are considered large litter items. In this most recent report, auditors noted a significant number of Recycle Everywhere bins at sites, as well as evidence of the program's promotion and education efforts.

Recycle Everywhere is Canada's first permanent province-wide, away-from-home beverage container recycling program. Recycle Everywhere has partnered with communities, schools, businesses, provincial parks, community centres and events throughout Manitoba and provided them with the best Recycle Everywhere bin for the space free of charge. Together with our partners, we help reduce greenhouse gas emissions, enable new products to be made and reduce litter in Manitoba's streets and parks.

The Canadian Beverage Container Recycling Association (CBCRA) implemented and operates the Recycle Everywhere program. Founded in 2010, CBCRA is a not-for-profit, industry-funded organization whose membership includes beverage brand owners and distributors. CBCRA is committed to reaching the government-mandated target of recovering 75 per cent of beverage containers sold in Manitoba. We're well on our way to achieving that goal. Learn more at www.recycleeverywhere.ca and www.cbcr-aacrb.org

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