

Bloodvein First Nation Wins 2018 Northern and First Nations Community Clean-up

September 12, 2018 – Multi-Material Stewardship Manitoba (MMSM) in partnership with the Canadian Beverage Container Recycling Association (CBCRA) and its Recycle Everywhere program are pleased to announce Bloodvein First Nation as the winner of the 2018 Northern and First Nations Community Clean-up.

The Northern and First Nations Community Clean-up is now in its eighth year. The program was created as a way to increase recycling awareness and combat litter after Manitoba's cold winters. Each participating community was given supplies including t-shirts, gloves, a recycling bin, bags, and a scale for weighing the material. Volunteers from the community assisted by picking up recycling and waste off the streets in their neighbourhoods.

As the winner of this year's clean-up, MMSM and CBCRA worked hands-on with Bloodvein First Nation to provide recycling assets that will help them with their unique recycling environment. A celebratory barbecue was held yesterday with members of the community, the community council, clean-up volunteers, and students in attendance. Representatives from CBCRA and MMSM organized the event in celebration of the community's efforts and dedication to recycling. [Photos from the event are available for media use at the following Dropbox URL.](#)

"Recycle Everywhere is proud to be a part of recycling initiatives in northern and First Nations communities," said Christa Rust, Program Manager of CBCRA and its Recycle Everywhere program. "We congratulate Bloodvein First Nation for being a positive example to others by taking important steps to reduce litter and give empty beverage containers a life beyond the landfill."

Bloodvein First Nation has made major improvements to their community since starting a recycling program in March. Their residents have shown initiative and taken it upon themselves to become better recyclers and be more environmentally conscious. A new recycling depot has been installed in the community where residents can take their recycling and waste.

With the addition of the community's new recycling infrastructure, Bloodvein First Nation officials hope to educate residents about the benefits of recycling, and its impact on the environment. Through conversations with community officials, it was decided that MMSM and CBCRA would install permanent signs catered to the recycling needs of the community that would inform residents what can and cannot go into their recycling streams. CBCRA and MMSM will also provide educational materials to community members.

"We would like to thank all the communities who took part in this year's clean-up," said Karen Melnychuk, Executive Director of MMSM. "Community clean-up days are a great way for residents to work together and take care of their neighbourhood while learning about the benefits of recycling. Congratulations to all the participants."

MMSM is the not-for-profit, industry-funded organization that develops, implements and operates the province's residential recycling programs for packaging and printed paper. Its goal is to promote the reduction, reuse and recycling of the materials managed in its program while increasing recovery rates.

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded organization whose membership includes beverage brand owners and distributors. CBCRA implemented and operates the Recycle Everywhere program. Recycle Everywhere strives to educate Manitobans

on beverage container recycling, and ensure that it is convenient to recycle empty beverage containers no matter where citizens live, work or play. CBCRA is committed to reaching the government-mandated target of recovering 75% of beverage containers sold in Manitoba.

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