



CBCRA
Canadian Beverage Container
Recycling Association

Partnership
Leadership
Stewardship

CBCRA Wins Global Award

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WINNIPEG – The **Canadian Beverage Container Recycling Association (CBCRA)** has won a **global communication award** at the **International Solid Waste Association (ISWA) 2015 World Congress** in Antwerp, Belgium. The ISWA jury awarded third place to the CBCRA's "Transformation Campaign," selecting the work from among 17 entries from 11 countries. **Ken Friesen, CBCRA's Executive Director**, accepted the award in Antwerp at ISWA's annual conference gala dinner.

"We are pleased that CBCRA is being recognized internationally and by global industry experts," says Friesen. "Over the past few years, the pioneering work of CBCRA has won several accolades at home. The ISWA award gives us overseas exposure, and we feel it is one more example that we are on the right path in reaching our ultimate goal and government-mandated target of recovering 75 per cent of empty beverage containers sold in Manitoba."

ISWA promotes and develops sustainable and professional waste management worldwide. The association collaborates with governments and international organizations to develop waste management practices that improve the environment.

The Transformation Campaign was launched in 2013 for Recycle Everywhere, the program administered by CBCRA. The campaign demonstrates that once recycled, empty beverage containers can be transformed into a variety of useful products that Manitobans use.

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.cbcra-acrcb.org

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