



City of Winnipeg and Recycle Everywhere Announce 200 New Bins on Streetscapes

June 10, 2014

WINNIPEG – Today the City of Winnipeg and the Canadian Beverage Container Recycling Association (CBCRA) announced the installation of 200 new waste and recycling bins on city streetscapes. This marks the first partnership of its kind between the City of Winnipeg and CBCRA's Recycle Everywhere program, giving thousands of Winnipeg residents more opportunities to recycle when out and about. These new bins are currently being installed in various streetscape locations on the East side of the Red River and are dual stream – offering recycling and waste disposal in one convenient bin.

“Last year Winnipeggers embraced and improved residential recycling opportunities and diverted 55 per cent of waste from the landfill,” said City of Winnipeg Mayor Sam Katz. “I am proud the city is partnering with the CBCRA to offer more opportunities for citizens to recycle and make the sustainable choice for our city and the planet.”

“We are proud to be working with the City of Winnipeg to increase beverage container recycling opportunities for citizens,” said Ken Friesen, Executive Director of CBCRA. “This is a very progressive step forward as we strive to offer Winnipeg residents more opportunities to recycle wherever they go.”

By the end of 2013, almost 25,000 Recycle Everywhere bins could be found at locations across the province. This is made possible by significant partnerships with communities like the City of Winnipeg, and is showing in the beverage container recovery rate results, which is up to an impressive 61 per cent.

“These bins can make a difference,” said John Challinor II, Chairman of the Board for CBCRA. “Last year marked the biggest increase in our beverage container recovery rate to date, as we improved this figure by eight percentage points in just one year.”

This increase in the recovery rate from the year before was made possible by Manitobans recycling the most empty beverage containers in a single year since the Canadian Beverage Container Recycling Association (CBCRA) introduced the Recycle Everywhere program in 2010. CBCRA is positive they will continue this trend with the 200 new streetscape bins, which aligns well with the City's Garbage and Recycling Master Plan.

To support the increased recycling infrastructure throughout the province, CBCRA continues their large-scale Recycle Everywhere Promotion and Education campaign, informing Manitobans that no matter which drink they choose, all empty beverage containers are recyclable.

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 are enabling new products to be made, decreasing litter in streets and parks reducing greenhouse gas emissions.

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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