



New Recycle Everywhere Program Goes to School

Oct. 3, 2013

WINNIPEG – Today at Ecole Victoria-Albert School, The **Canadian Beverage Container Recycling Association (CBCRA)** and **Recycle Everywhere** officially announced the rollout of **Recycle Everywhere 101**, a brand new province-wide program designed to help schools and students boost their beverage container recycling efforts.

“With a program like Recycle Everywhere 101, we are directly encouraging young Manitobans to adopt recycling behaviours early on so lifelong habits are formed, and beverage containers are turned into valuable products rather than becoming litter and ending up in our landfills,” said Christa Rust, Program Manager of Recycle Everywhere.

Students and principals of **Ecole Victoria-Albert School** and **Dufferin School** were joined by **Winnipeg School Division Trustee Cathy Collins** and the **Hon. Flor Marcelino, Minister of Culture, Heritage and Tourism** for the launch.

“It’s exciting to see schools getting involved in this important effort to recycle beverage containers and keep them out of our landfills,” Marcelino said. “We know young Manitobans care about the environment and this program gives them a chance to take an active role in preserving it for future generations.”

Manitoba schools that register for the program will be provided with free Recycle Everywhere bins, interactive ideas, T-shirts, posters and other Recycle Everywhere 101 gear to help get everyone involved. The goal of Recycle Everywhere 101 is to increase beverage container recycling rates and to educate students about the benefits of recycling. Currently, 181 Manitoba schools and post-secondary institutions have **Recycle Everywhere bins**. Recycle Everywhere 101 provides the bins free of charge plus program materials to help achieve that goal and intends to have bins in **75 per cent of Manitoba’s schools by the end of the school year**.

Recycle Everywhere is Canada’s first 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 reducing greenhouse gas emissions, enabling new products to be made and reducing litter in the streets and parks.

The Canadian Beverage Container Recycling Association 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. To learn more visit www.cbcra-acrcb.org and www.recycleeverywhere.ca. Please follow the excitement @RecycleMB and #RecycleEverywhere. Keep checking recycleeverywhere.com for more ideas and inspiration.

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