



Manitoba Achieves Continent's Fastest, Continuously-Growing Beverage Container Recycling Rate



WINNIPEG, June 15, 2017 – The Canadian Beverage Container Recycling Association (CBCRA) and its Recycle Everywhere program are thrilled to announce that the **recovery rate** of empty beverage containers in Manitoba **increased to 70 per cent by the end of 2016**.

"I am thrilled that CBCRA has achieved a 70 per cent recovery rate – the largest increase between 2010 and 2016 of any jurisdiction in North America," said the **Hon. Cathy Cox, Minister of Sustainable Development**. "The Province of Manitoba congratulates CBCRA and Recycle Everywhere on their tremendous progress towards reaching the government-mandated target of recovering 75 per cent of empty beverage containers sold in this province. But it's also Manitobans who have reason to be proud for their contribution to more recycling and a cleaner environment."

Manitoba now has the fastest, steadily-growing beverage container recycling recovery rate anywhere on the continent, and in some ways this is simply a marker for a much larger and lasting impact that CBCRA and its Recycle Everywhere program are having in this province. With over 55,000 Recycle Everywhere bins distributed for free to public spaces across the province, more Manitobans have access to beverage container recycling at work, home, and at play than ever before.

"We achieved a record high of 70 per cent of all beverage containers being recycled across the province – and are closer than ever to reaching our goal," said **Jim Goetz, Chairman** of the **CBCRA board of directors**. "The beverage containers recycled in Manitoba last year would fill over 1,042 rail cars. What's more is Manitoba's third party litter audits show that year after year, litter is decreasing in major centres, including Winnipeg, Brandon, Steinbach, Flin Flon and Thompson."

Over a six-year period, the recovery rate has gone from 42 per cent to 70 per cent, an increase of 28 percentage points. Millions and millions of beverage containers are being recycled, turning empty beverage containers into new materials such as books, bicycles, and new bottles and cans.

"All of our initiatives combined allow CBCRA to fuel a circular economy where materials are not treated as waste, but as a resource, and packaging is considered in the full product life cycle," said **Ken Friesen, CBCRA's Executive Director**. "This allows beverage containers to have a new life after its contents are done. CBCRA is proud to be a part of this cycle, and will continue to increase beverage container recycling for the benefit of Manitobans, their communities, and the environment that we live in."

Recycle Everywhere promotes beverage container recycling wherever beverages are consumed, both at home and away from home. This includes Canada's first province-wide away from home beverage container recycling program. Recycle Everywhere has partnered with communities, municipalities, schools, businesses, institutions, parks, festivals and events throughout Manitoba to provide them with the best Recycle Everywhere bin for the space free of charge. Partners simply arrange for the collection of the recovered beverage containers with a recycler. Together with our partners, we are enabling new products to be made, decreasing greenhouse gas emissions, and reducing litter in streets and parks.

Founded in 2010, the Canadian Beverage Container Recycling Association (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% of beverage containers sold in Manitoba. 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.

Learn more at www.recycleeverywhere.ca and www.cbcra-acrcb.org

For media queries or photos of the latest Recycle Everywhere bins, contact:

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Attached images for media use include a graph demonstrating 2010 to 2016 recovery rates, and Recycle Everywhere bins.