



Manitoba Co-op Gas Bars Get Recycle Everywhere Bins

WINNIPEG, June 24, 2016 – An innovative new partnership between **Manitoba Co-ops** and the **Canadian Beverage Container Recycling Association (CBCRA)** could open the door to millions more beverage containers being recycled in the province.

Recycle Everywhere – the award-winning beverage container recycling program administered by CBCRA – now has a presence in all 43 Manitoba Co-op organizations, outfitting over 140 locations across the province with the recycling infrastructure. This includes Manitoba's largest co-operative, Red River Co-op, which has locations throughout Winnipeg and surrounding areas. CBCRA is proud to partner with Co-op as it has demonstrated a company-wide commitment to the initiative.

"We applaud Manitoba Co-ops for their commitment to CBCRA's Recycle Everywhere program," says **Ken Friesen, CBCRA's executive director**. "This is a significant step in getting Recycle Everywhere bins into every gas bar in Manitoba, where ultimately as many as 10 million beverage containers can be diverted from our landfills annually."

A recent audit conducted by CBCRA shows that between 45 and 72 per cent of waste at gas stations can be diverted from landfills. Beverage containers alone represent up to seven per cent of that total waste.

"Co-op is pleased to partner with CBCRA and bring Recycle Everywhere bins to our Manitoba Co-op gas bars, food stores and home centres," says **Pat Smith, associate vice-president, Federated Co-operatives Ltd.** "Annually diverting tonnes of empty beverage containers from Manitoba landfills aligns with our commitment to the environment and reflects the wishes of our customers and employees."

The **Hon. Cathy Cox, Minister of Sustainable Development**, endorses the partnership.

"We know that making recycling accessible to Manitobans at the places they live, play, study – and now, drive to – is key to giving beverage containers a life beyond the landfill," she says. "Congratulations to CBCRA and Manitoba Co-ops for pioneering this initiative and making way for future Manitoba gas station partnerships."

There are currently 45,000 Recycle Everywhere bins across the province.

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 per cent of beverage containers sold in Manitoba. We're well on our way to achieving that goal. CBCRA implemented and operates Recycle Everywhere; Canada's first permanent, province-wide, away from home beverage container recycling program. Learn more at www.recycleeverywhere.ca and www.cbcra-acrcb.org

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