

100,000 Multi-Family Recycling Bins to be Distributed in Manitoba

WINNIPEG, EARTH WEEK, April 21, 2016 – Two major recycling organizations are using Earth Week 2016 to recognize an upcoming Manitoba milestone. In partnership with **Multi-Material Stewardship Manitoba** (MMSM), the **Canadian Beverage Container Recycling Association** (CBCRA) has already placed 95,000 multi-family recycling bins at dwellings across Manitoba. Known as “Mini Bins,” one of the last deliveries was recently made to a Winnipeg apartment complex, and by May, 100,000 bins will have been distributed. Photos of the latest delivery are attached for media use.

The **Mini Bin Program** was launched by CBCRA and MMSM in 2013 to help increase the number of beverage containers entering the residential stream. The Mini Bins have been delivered to approximately 1,800 apartments, condos and townhouses across Manitoba so tenants can recycle empty bottles, cans, cartons and juice boxes.

“A year after we launched the Mini Bin Program in collaboration with MMSM, results showed recovery rates were increasing by as much as 25 per cent in some areas,” says **Ken Friesen, CBCRA’s Executive Director**. “Statistically and anecdotally, the program has been a resounding success for Manitobans. We’re proud to share this milestone for Earth Week as some of the last bins are delivered, and as we continue to work together to give beverage containers a life beyond the landfill.”

Participants say that the Mini Bins make recycling more convenient and that they are more likely to recycle when the bins are in the home.

“MMSM has been supporting the Mini Bin program through funding and other initiatives, and we couldn’t be more pleased with the enthusiastic adoption by residents of multi-family dwellings,” says **Karen Melnychuk, Executive Director of MMSM**.

“We were thrilled to be one of the first program partners as it aligns with our waste management strategy,” says **Frank Koch, president of Edison Properties**. “The bins are small and easy to use, and our tenants feel good about having them in their apartment suites so they can do their part, too.”

Multi-Material Stewardship Manitoba (MMSM) is the not-for-profit, industry-funded organization that develops, implements and operates the province’s residential recycling programs for packaging and printed paper. MMSM works on behalf of the manufacturers, retailers and other organizations that supply packaging and printed paper to Manitobans. These businesses pay fees on the materials to MMSM which are used to reimburse municipalities for up to 80% of the net cost of the residential recycling system. Learn more at www.stewardshipmanitoba.org and www.simplyrecycle.ca

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 Recycle Everywhere; Canada’s first permanent, province-wide, away from home beverage container recycling program. We’re well on our way to achieving that goal. Learn more at www.recycleeverywhere.ca and www.cbcra-acrcb.org

Contact: Christa Rust, Program Manager, Recycle Everywhere
Office: 204 942.2284 E-mail: crust@cbcra-acrcb.org