

The Pas Wins 2016 Northern and First Nations Community Clean-up

September 26, 2016

WINNIPEG, MB – **Canadian Beverage Container Recycling Association (CBCRA)** and its **Recycle Everywhere** program in partnership with **Multi-Material Stewardship Manitoba (MMSM)** are proud to congratulate **The Pas** as the winner of the **2016 Northern and First Nations Community Clean-up**.

The Northern Community Clean-up is now in its sixth year. This initiative was developed to increase recycling awareness and combat litter after a long winter in Northern Manitoba. First Nations communities from all over Manitoba were invited to participate this year, which is a new element of the program. Each community was provided with supplies including a Recycle Everywhere bin, participant t-shirts, gloves, bags to collect waste and recycling and a scale to weigh the material. Local volunteers were recruited and helped pick up garbage and recycling on the streets of their neighbourhood.

As the winner, The Pas will be receiving a blue box for every single-family dwelling in the community totaling 1,650 recycling bins. A celebratory barbeque was held on September 23, with 250 community members, Community Council, clean-up volunteers and students in attendance. They were joined by representatives from Multi-Material Stewardship Manitoba and Recycle Everywhere to celebrate the accomplishment.

“Recycle Everywhere is proud to support beverage container recycling initiatives in Northern and First Nations communities,” said Christa Rust, Program Manager of CBCRA and its Recycle Everywhere program. “We congratulate The Pas, as well as all other communities who participated in the clean-up, for working together to reduce litter and increase recycling in their communities”.

This year there were 20 registered communities and over 1,839 kg of recyclable material was collected. The material was weighed and transported to the closest Material Recovery Facility (MRF) to be processed.

“MMSM is proud to offer this program which provides a hands-on approach to the benefits of recycling,” added Karen Melnychuk Executive Director, MMSM. “Thank you to all the volunteers who have participated in their local clean-ups, showing that pride in your community starts at the grass roots. Congratulations to The Pas for taking proactive steps to increase recycling in their community.”

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. Its goal is to promote the reduction, reuse and recycling of the materials managed in its program while increasing recovery rates.

Recycle Everywhere is Canada's first permanent, province-wide away from home beverage container recycling program. 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% of beverage containers sold in Manitoba.

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