



CBCRA
Canadian Beverage Container
Recycling Association
Partnership
Leadership
Stewardship

Contest App Rewards Manitobans for Recycling

WINNIPEG, Aug. 4, 2016 – For the first time, Manitobans can experience augmented reality (AR) when they recycle their empty beverage containers outdoors this summer. **Recycle Everywhere** has launched the **Recycling Starts Here contest app** that offers users an AR experience and prizes when they hunt for and interact with special Recycle Everywhere bins at various locations in Winnipeg and Manitoba.

“The Recycling Starts Here contest app is part of our mission to find new and interesting ways to encourage Manitobans of all ages to recycle all their empty beverage containers,” says **Ken Friesen, Executive Director** of the **Canadian Beverage Container Recycling Association (CBCRA)**. “We want the app to be a fun and interactive way for Manitobans to be rewarded for recycling during the summer months.”

The app helps smartphone and tablet users locate four specially-marked Recycle Everywhere bins in public spaces in Winnipeg. It is one of the first augmented-reality (AR) apps produced in Manitoba, and is similar in style to Pokémon Go. When users have located and interacted with all four specially-marked bins, they will be entered for a chance to win a grand prize trip for two to Churchill that includes a tour from **Frontiers North Adventures**. The four bins are at The Forks, Old Market Square, Investors Group Field and the Assiniboine Park Zoo. Unmarked Recycle Everywhere bins across Manitoba will also provide users with an educational augmented reality experience that gives them a chance at winning one of many instant prizes.

Prizes include autographed Winnipeg Blue Bombers jerseys, Bombers and Winnipeg Goldeyes tickets, Manitoba Moose towels, Recycle Everywhere duffle bags and baseball hats, an Assiniboine Park Conservancy prize package, a one-year casual driver subscription from Peg City Car Co-op, a five-night stay in an eco cabin at Falcon Trails Resort, snow tubing at the Falcon Ridge Ski Slopes, and Valet and Away vouchers from the Winnipeg Airports Authority. The Churchill trip grand prize package is valued at \$3,000 and includes Calm Air flights for two, two night’s accommodation at the Tundra Inn, and two seats on a Frontiers North Adventures summer Tundra Buggy® Adventure and space for two on a beluga whale watching tour. **Contest ends September 30, 2016.**

Recycle Everywhere thanks major sponsors including **Metro Winnipeg** and Frontiers North Adventures, and all the many prize partners. More details and app download information are at **startshere.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 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.cbcr-aacrcb.org

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 help reduce greenhouse gas emissions, enable new products to be made from the recycled material, and reduce litter in Manitoba’s streets and parks.

For any questions on the event please contact:

Arielle Gurevich, Communications Manager, CBCRA/Recycle Everywhere, T: 204.942.2284 x4
C: 204.803.2181 E: agurevich@cbcr-aacrcb.org