



**CBCRA**

Canadian Beverage Container  
Recycling Association

Partnership  
Leadership  
Stewardship

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## Canadian Beverage Container Recycling Association (CBCRA) takes charge of Manitoba's Away-From-Home Recycling Efforts

The Canadian Beverage Container Recycling Association (CBCRA) today formalized its role as the organization responsible for enhancing beverage container recycling in Manitoba, including away-from-home recycling. CBCRA's mandate is to work with Multi-Material Stewardship Manitoba (MMSM) to meet the Manitoba government's goal of recycling 75% of all beverage containers purchased by Manitobans. CBCRA is a not-for-profit organization formed by Canada's beverage companies to help achieve this goal.

"The beverage industry has a long history of recycling packaging and is committed to recycling and environmental stewardship," said John Challinor, Chairman of CBCRA. "Every CBCRA member company shares this commitment and we are confident we can help Manitoba achieve its high target of beverage container recycling."

CBCRA launched its first program – RECYCLE EVERYWHERE – on July 20, 2010. The program, which is identified by a logo that features an animated blue bird icon along with the phrase RECYCLE EVERYWHERE, is providing convenient recycling bins at events, fairs and festivals across Manitoba this summer. RECYCLE EVERYWHERE Ambassadors are talking to Manitobans about the program and spreading the word about the value and importance of recycling.

"Our Ambassadors have been active at fairs and festivals for several weeks now promoting the new recycling system and the feedback has been both informative and encouraging," said Ken Friesen, Executive Director of CBCRA. "Manitobans are telling us they want to recycle but they have also made it clear that convenience is extremely important. This demand for convenient away-from-home recycling reinforces our plan of distributing RECYCLE EVERYWHERE bins broadly across the province and our ultimate goal of making away-from-home recycling commonplace."

CBCRA is in the process of complementing the special event-based recycling infrastructure with the implementation of permanent bins in parks, arenas, shopping centres, community centres, and other away-from-home locations. Manitoba will have the most comprehensive and wide ranging permanent away-from-home beverage container program in Canada.

"CBCRA has adopted the words – Partnership, Leadership, Stewardship – as its motto," added Challinor. "We put the word Partnership first because ultimate success will depend on everyone – producers, retailers, and consumers – all working together as partners to achieve the aggressive goal set by the Manitoba government."

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