



WINNIPEG, MANITOBA – THURSDAY, JUNE 2, 2011

20 Communities Participating and counting! Northern Clean-up Program

Launched during Environment Week, June 5 – 11, the Canadian Beverage Container Recycling Association (CBCRA) and Multi-Material Stewardship Manitoba (MMSM) are working with northern and remote Manitoba communities to organize and support local spring clean-ups. In many communities across Manitoba, litter accumulates over the winter months and a spring clean-up is the only way to deal with it.

Local community coordinators have recruited volunteers of all ages to help beautify their public spaces and will assist in the education about the benefits of recycling.

“Manitobans are fortunate to live in one of the most beautiful places on earth and we are blessed with the true spirit and drive to care for our land for the benefit of current and future generations. Manitoba has long supported sustainable and environmentally friendly policies and initiatives and on behalf of the Manitoba government I am excited and pleased to see communities continued commitment to environmental stewardship,” said the Honourable Eric Robison, Minister of Aboriginal and Northern Affairs.

Jason Cook, CBCRA Technical Analyst adds, “We are pleased to partner with these communities who are eager to clean up all litter. Together this is another step to make Manitoba, including the North, the best performing recyclers in the country”. Promoting recycling in northern and remote communities is one of the underlying goals of this project.

Participating communities will conduct a 2-stream clean-up including recyclable material and garbage. Communities are being supplied with brightly colored “Clean-Up” t-shirts for volunteers along with gloves, clear bags, garbage bags, a scale for weighing the bags and safety instructions. First Canadian Transportation, owned by Tribal Council Investment Group (TCIG) will be arranging transportation of the supplies in and out of the participating communities. All recyclable material will be weighed and documented and transported to recycling facilities. All garbage collected will be transported to legal local landfills and disposed of appropriately.

Recycle Everywhere is committed to diverting from landfill 75% of all beverage containers consumed in the Province. Through partnerships with communities such as those in northern Manitoba CBCRA and MMSM are working to make recycling habitual in Manitoba.

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