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CBCRA

Canadian Beverage Container
Recycling Association

Partnership
Leadership
Stewardship





210-283 Bannatyne Avenue Winnipeg, MB R3B 3B2

Toll-free: 1-877-810-7362 Tel: 204-942-2284 www.RecycleEverywhere.ca

NEWS RELEASE – WINNIPEG, MANITOBA – JUNE 7, 2011

Winnipeg Blue Bombers Team Up with Recycle Everywhere Program Bomber Players add recycling message to playbook!

The Canadian Beverage Container Recycling Association (CBCRA) today announced they have teamed up with Winnipeg Blue Bombers to promote recycling for the 2011 season.

Bomber fans can expect to see signage throughout Canad Inns Stadium this season encouraging patrons to “Recycle Everywhere” and custom made recycle bins will be placed throughout the stadium to make it easy to recycle beverage containers. Bomber players will serve as Ambassadors for the Recycle Everywhere program to help make recycling commonplace throughout Manitoba.

“The Canadian Beverage Container Recycling Association (CBCRA) is deeply honoured to be associated as a sponsor of the Winnipeg Blue Bomber Football Club – Manitoba’s team and one of the most storied franchises in the Canadian Football League,” said John Challinor II, Chairman, CBCRA. “We are thrilled to have the Bombers as our Recycle Everywhere ambassadors across this great province, especially given the Blue-and-Gold and CBCRA are community-minded organizations that are driving hard to achieve our respective goals.

“Our primary objective is to achieve a 75% recovery of all beverage containers sold in Manitoba – and we wish the Bombers all the very best in attaining their goal, that of being in Vancouver on Sunday November 27th to play in the 99th Grey Cup Game.”

Bomber players have already added the recycling message to their playbook. Quarterback Buck Pierce has voiced a public service announcement airing on local radio and will appear along with other players in Recycle Everywhere advertising and during school visits and other events.

“This is a great initiative and one we’re very proud to be in association with,” said Blue Bomber President, Jim Bell. “With the amount of beverages that get sold out of our concession stands on a regular basis, partnering with the Recycle Everywhere program only makes sense and allows us to help lead the charge and do our part to help the environment.”

CBCRA is a not-for-profit organization supported by beverage companies who share a strong commitment to the environment and recycling. These companies, including soft drink, energy drink, water, juice and milk producers, are helping the province boost beverage container recycling rates. To learn more about CBCRA visit: www.cbcra-acrcb.org.

Contact:

Ken Friesen

Executive Director
CBCRA
204.371.6441
kfriesen@cbcra-acrcb.org

Darren Cameron

Director of Media Relations
Winnipeg Blue Bombers
204.292.9587
dcameron@bluebombers.com



Introduction

The Manitoba Packaging and Printed Paper Regulation (enacted in December 2008) came into full force on April 1, 2010. This regulation stipulates that 80% of Manitoba's net packaging and printed paper recycling costs be absorbed by the stewards for these materials.

The province has set a very high recycling target of 75% for beverage containers. This target cannot be reached through the Blue Box alone. In order to help achieve this target, beverage companies formed the Canadian Beverage Container Recycling Association (CBCRA).

Under CBCRA, the beverage sector's goal is to complement the existing Blue Box or residential recycling program in order to meet the recovery target. CBCRA has placed a greatly increased emphasis on away-from-home collection through an enhanced Promotion and Education (P&E) campaign and beverage container-specific market development.

CBCRA is funding these activities through a Container Recycling Fee (CRF) paid by beverage companies to CBCRA. This CRF will be \$0.02 cents per container at the outset but will move to become a differential CRF (by container type and size). This fee is intended to cover stewards' beverage-related obligations in the Blue Box program, in addition to providing the funding for a very extensive away-from-home beverage container recycling system, and an enhanced education and awareness program.

CBCRA is aware that most beverage companies and retailers are choosing to make the cost of the CRF transparent to the consumer. All CRF funds are used to develop and manage beverage container recovery programs in Manitoba in order to achieve the 75% recovery target. Through the combined efforts of beverage companies, retailers and all Manitobans pitching in, this Government-mandated target can be successfully met.

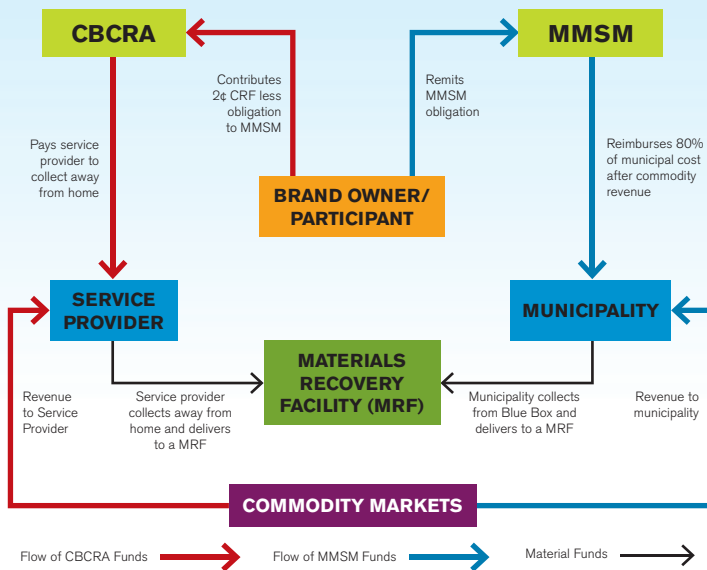
What is CBCRA?

The Canadian Beverage Container Recycling Association (CBCRA) is a newly formed industry initiative composed of beverage companies committed to stewardship of its products and resources.

CBCRA is a not-for-profit organization. All CRF funds generated from beverage sales in Manitoba will be used to develop and manage beverage container recovery programs in Manitoba.

CBCRA benefits include:

1. Harnessing the best features of the Blue Box and away-from-home recycling through the implementation of comprehensive and cost-effective beverage-focused recycling solutions.
2. Addressing away-from-home recycling in the province of Manitoba to facilitate the achievement of a high recycling rate for beverage containers.
3. Building a very significant brand identity and awareness linking CBCRA's recycling program, RECYCLE EVERYWHERE, with positive and successful recycling performance.
4. An aggressive advertising campaign that will help drive the recovery rate for beverage containers with positive spillover effects for other packaging as well.



How Does CBCRA's Industry Initiative Work?

CBCRA participants contribute a \$0.02 CRF per unit sold in Manitoba.

The CRF is designed to fund beverage container collection activities that will help achieve the provincially-mandated target of 75% recovery. CBCRA does this by funding beverage-related obligations in Multi-Material Stewardship Manitoba (MMSM) as well as by creating an extensive away-from-home recycling program.

CBCRA uses the funds to promote enhanced container recovery, through comprehensive promotion and education campaigns, and by funding beverage container recycling bins in a variety of away-from-home locations. (e.g. at special events, parks, shopping centres, arenas and other community centres)

The above graphic illustrates CBCRA's place in the provincial beverage container recycling infrastructure.

The CRF pays for the beverage-related costs in the Blue Box program and for the RECYCLE EVERYWHERE away-from-home recycling program.

Future Steps

CBCRA intends to transition to a container type- and size-specific CRF in 2012 in order that each CRF reflects the true cost of recycling that container. CBCRA will keep the beverage companies and the Manitoba Government apprised of the development of container-type-specific CRFs.

Board of Directors

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Current CBCRA Participants

A. Lassonde	Maverick Brands, LLC
Amway Canada Corporation	Minute Maid
Arctic Beverages	National Focus
Calkins & Burke	Nestlé Waters Canada
Canada Safeway	P A Bottlers
Canadian Tire	P A Fine Foods
Cliffstar Corporation	Parmalat
Coca Cola Bottling Company	Pepsi Bottling
Core-mark	Pepsico Beverages Canada
Cott Beverages West	Saputo Dairy
Distribution Missum Inc.	Sobey's
Federated Co-Op	Star Marketing
Garrod Food Brokers (2000) Ltd.	Sun-Rype Products Ltd.
Ice River Springs	Thomas Large Singer
ID Foods	Tim Horton's Group
Loblaw Companies Ltd.	Upper 49th Imports
Malinda Distributors	

What is Recycle Everywhere?



RECYCLE EVERYWHERE is a program created under the Canadian Beverage Container Recycling Association (CBCRA) umbrella. CBCRA is an industry-funded organization focused on building an infrastructure for collecting and recycling beverage containers. CBCRA works with facilities and public spaces to develop programs to achieve ambitious recycling goals. RECYCLE EVERYWHERE is aggressively promoting away-from-home beverage container recycling in Manitoba.

Manitoba is leading Canada with the first permanent, province-wide away-from-home, beverage container recycling program. RECYCLE EVERYWHERE provides convenient recycling bins for use at one-off special events or long-term collection sites.

This summer, the RECYCLE EVERYWHERE presence will cover more than 150 event days at festivals and special events. Street Team Ambassadors have been deployed to spread the RECYCLE EVERYWHERE word.

Ancillary benefits of RECYCLE EVERYWHERE include renewed awareness and positive behavioural shifts surrounding blue box collection. The combined efforts of these programs are anticipated to make significant progress toward achieving the 75% recycling target of all beverage containers purchased in Manitoba.

As the program expands, RECYCLE EVERYWHERE can be found in provincial parks, public buildings, shopping centres and community facilities. As summer comes to a close and people move indoors, RECYCLE EVERYWHERE will be there.

June 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 Walk for ALS
5 Pride Winnipeg (The Forks)	6	7 MB Summer Fair (setup)	8 MB Summer Fair	9 MB Summer Fair	10 Niverville Fair MB Summer Fair (Cancer Care Dropoff)	11 Niverville Fair MB Summer Fair
12 Niverville Fair MB Summer Fair	13	14	15	16	17 Red River Ex (Winnipeg) MB Marathon Expo (Winnipeg)	18 Red River Ex MB Marathon Expo
19 Red River Ex	20 Red River Ex	21 Red River Ex	22 Red River Ex	23 Red River Ex Blue Bombers Game	24 Red River Ex	25 Red River Ex
26 Red River Ex	27	28	29	30		



In One Year We've Made Every Penny Count

A few pennies can sure add up quickly and make a world of difference.

In just one year, the CBCRA has:

- rolled out RECYCLE EVERYWHERE bins in over 100 communities
- established 65 non-municipal partnerships
- allocated 2,500 bins
- participated at 115 event days
- Developed a Northern Strategy in conjunction with MMSM

This important program is funded by the small 2¢ Container Recycling Fee that Manitobans pay when they buy beverage containers.

And it's our goal to help the Province of Manitoba achieve its target of 75% recycling of beverage containers.

We are a voluntary, not-for-profit organization supported by beverage companies who share a strong commitment to the environment and recycling.

Help us make a difference Manitoba...
RECYCLE EVERYWHERE.

July 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 Goldeyes Game	6	7	8 Blue Bombers Game	9
10	11	12	13	14 Frog Follies (St. Pierre Jolys) Blue Bombers Game	15 Frog Follies Triple S (Selkirk)	16 Frog Follies Triple S
17 Frog Follies Triple S	18	19	20	21 MB Stampede (Morris)	22 MB Stampede	23 MB Stampede Summer Winds (Victoria Beach)
24 MB Stampede	25	26	27	28 NW Roundup (Swan River)	29 NW Roundup Icelandic Festival (Gimli)	30 NW Roundup Icelandic Festival
31 NW Roundup Icelandic Festival						





August 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 NW Roundup Icelandic Festival	2	3	4	5 Blue Bombers Game	6
7	8	9 Goldeyes Game	10 Goldeyes Game	11	12	13
14	15	16	17	18	19	20
21	22	23 Big concert at WFC	24	25	26 Rosenort Festival Morden Corn and Apple	27 Rosenort Festival Morden Corn and Apple
28 Rosenort Festival Morden Corn and Apple	29	30	31			



Aluminum Cans Factoids

- Aluminum can be recycled endlessly.
- Close to 35% of world demand for aluminum is met with recycled aluminum (secondary aluminum).
- Production for secondary aluminum requires only 5% of the electricity needed to produce primary aluminum.
- Recycling of aluminum products generates only 5% of the greenhouse gas emitted in primary aluminum production. Recycling of scrap from used products ("old scrap") saved over 70 million tonnes of greenhouse gas emissions worldwide in 2005.
- Recycled aluminum cans are reused in the production of new cans or for the production of other valuable aluminum products such as engine blocks, building facades or bicycles.

SOURCE: INTERNATIONAL ALUMINUM INSTITUTE (IAI)

- Aluminum cans are the most recycled and most recyclable beverage containers in the world.
- Recycling aluminum cans saves 95% of the energy used to make aluminum cans from virgin ore.
- Beverage containers represent less than 20% of the materials collected in curbside recycling programs and they generate up to 50% of total scrap value.
- Since 1972, it's estimated that 18.7 million tonnes of aluminum have been recycled. These 1,099 billion aluminum cans if placed end-to-end would stretch to the moon and back 1.74 times.

SOURCE: ALUMINUM ASSOCIATION OF CANADA & ALCOA



Plastic Bottle Factoids

- It takes almost nine 2-litre PET (#1 plastic) bottles to make one adult extra-large T-shirt.
- It takes approximately 12 2-litre PET bottles to make enough fiberfill for one adult ski jacket.
- It takes approximately 53 2-litre PET bottles to make enough fiberfill insulation to fill one adult-sized sleeping bag.
- It takes approximately 36 2-litre bottles or 66 600mL PET bottles to make one square yard of carpeting.
- Fifty per cent of all polyester carpet manufactured in the U.S. is made from recycled plastic bottles.
- Soft drinks, sport drinks and water bottles are melted down and spun into fibre to make tote bags, clothing, furniture strapping and carpet.
- Milk, water and juice containers are melted down and formed into pellets to be used again to make drainage pipe, oil bottles, benches pens, picnic tables, and fencing.

SOURCE: THE CANADIAN PLASTICS INDUSTRY ASSOCIATION



Drink Carton Factoids

- Recycled cartons become the raw material for a variety of paper products, such as tissue and cereal boxes.
- Demand for recycled paper decreases the strain on natural resources and provides a market for recycled goods
- Cartons are light-weight and have a great product to package ratio. If you choose a product in a carton, you are taking home an average of 94% product and only 6% package.

SOURCE: CARTON COUNCIL (US)

- Most of the beverage cartons recycled worldwide are recycled into paperboard for cardboard boxes and paper for office supplies. Other paper grades produced from recycled beverage cartons include tissue papers, paper towels and writing papers.

SOURCE: TETRAPAK

