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Recycle Everywhere bins coming to City of Winnipeg facilities

The Canadian Beverage Container Recycling Association (CBCRA) today announced it has begun installing new RECYCLE EVERYWHERE bins in City of Winnipeg facilities. When the planned program is fully implemented, the estimated total infrastructure investment for the bins and signage will be between \$3 million and \$5 million dollars. This cost will be entirely underwritten by CBCRA.

“Bins have been rolled out in Kildonan Park, Assiniboine Park and three golf courses so far,” said Ken Friesen, Executive Director, CBCRA. “Planning is underway for bins to be installed in various arenas, pools, community centres, and other facilities and soon Winnipeggers will have convenient access to beverage container recycling thanks to the RECYCLE EVERYWHERE program and the City of Winnipeg.”

Councillor Russ Wyatt, Chair of the Mayor's Environmental Advisory Committee, who represented the City at today's official announcement, sees value in numbers. “It is clear that Winnipeggers want to recycle and that providing more access to recycling is one key to success,” said Wyatt. “The City will be deploying 187,000 new recycling bins to Winnipeg homes this summer and, now, with the help of RECYCLE EVERYWHERE, Winnipeggers will also have increased access to new beverage recycling bins when using city facilities. This arrangement is a great fit with Winnipeg's new waste management plan that emphasizes increased recycling. The fact that CBCRA is providing the bins at no cost is a bonus for taxpayers.”

The Recycle Everywhere program was started in the summer of 2010 to promote away-from-home recycling of beverage containers in Manitoba and to help achieve the Government of Manitoba's goal of achieving a 75 per cent recycling rate for all beverage containers. John Challinor, Chairman, CBCRA pointed to the recently released Annual Report (www.cbcracrcb.org/AnnualReport2011) which states that those communities with RECYCLE EVERYWHERE bins saw an average 15 per cent increase in the recovery of beverage containers in 2011.

“In two short years our partnership with CBCRA has made a noticeable impact,” said Gord Mackintosh, Minister of Conservation and Water Stewardship. “More than 5,000 RECYCLE EVERYWHERE bins have been delivered so far in more than 150 Manitoba communities. When this new program with City of Winnipeg, and expanded provincial government recycling, are fully deployed, even more Manitobans will have access to away-from-home beverage recycling. With the continued expansion of RECYCLE EVERYWHERE program and other initiatives, we are today announcing that a goal of recycling 75 per cent of beverage containers by 2016 will be pursued.”

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.cbcracrcb.org.

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CBCRA

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