



Over 100,000 Pounds of Recycling Diverted from Landfill in the Exchange

Winnipeg, March 29, 2017 – In February of 2017, the Exchange District BIZ in partnership with the Canadian Beverage Container Recycling Association's (CBCRA) Recycle Everywhere program reached an important milestone. Together, the two organizations have helped **divert more than 100,000 pounds of recyclable materials away from the landfill.**

This successful partnership began in June of 2013, when **70 Recycle Everywhere bins** were placed on the streets of the historic Exchange District. With a Recycle Everywhere bin placed next to each existing waste receptacle in the area, visitors, residents and business people alike have been able to easily recycle their empty beverage containers rather than throwing them in the garbage.

The partnership that Recycle Everywhere has with the Exchange District BIZ is like no other in Winnipeg. The Exchange BIZ is the **only Business Improvement District in Winnipeg to fully implement and take charge of its own public space recycling program**, servicing and maintaining all Recycle Everywhere bins in the area. This is helping to make one of Winnipeg's most vibrant neighbourhoods cleaner and greener for residents, businesses and visitors.

"We are thrilled we reached this milestone in just four years," says **Derek Manaire, operations manager at the Exchange District BIZ**. "The Exchange District is such a walkable area with over 500 businesses in just 30-square-blocks and numerous tourist attractions. When you have such a high volume of people exploring on foot, it's important to make it easy for them to recycle, especially during major events like the Winnipeg Fringe Theatre Festival and the TD Winnipeg International Jazz Festival. We are so excited this partnership is making such a huge difference."

"We are proud of this partnership with the Exchange District BIZ," adds **CBCRA program manager Christa Rust**. "When it comes to recycling, convenience is key. This is even more important when away-from-home. Recycle Everywhere is able to provide the bin infrastructure free of charge, while the Exchange District BIZ is able to facilitate the pick-up and removal of recyclables. This partnership has been a great success and is a win-win for all."

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% of beverage containers sold in Manitoba. CBCRA implemented and operates the Recycle Everywhere program. **Recycle Everywhere** strives to educate Manitobans on beverage container recycling, and ensure that it is convenient to recycle empty beverage containers no matter where citizens live, work or play.

The **Exchange District BIZ** is a National Historic Site of Canada and is home to the highest concentration of artist studios and galleries in the City of Winnipeg and is also home to over 60 one-of-a-kind shops, over 50 unique restaurants and numerous services and attractions. The BIZ champions the unique character of the District and creates a clean, safe and thriving environment for everyone to enjoy.

For a short video highlighting this accomplishment please [click here](#).

For more information contact:

CBCRA/Recycle Everywhere

Arielle Gurevich,

Communications Manager

P: 204-803-2181 E: agurevich@cbcra-acrcb.org

Exchange District BIZ

Karen Kornelsen,

Manager, Marketing, Communications & Events

P: 204-942-6716 E: karenk@exchangedistrict.org