

Cranberry Portage Wins 2017 Northern and First Nations Community Clean-up

September 22, 2017

WINNIPEG, MB – The **Canadian Beverage Container Recycling Association (CBCRA)** and its **Recycle Everywhere** program in partnership with **Multi-Material Stewardship Manitoba (MMSM)** are proud to congratulate **Cranberry Portage** as the winner of the **2017 Northern and First Nations Community Clean-up**.

The Northern Community Clean-up is now in its seventh year. This initiative was developed to increase recycling awareness and combat litter after a long winter in Northern Manitoba and on Manitoba's First Nations communities. Each community was provided with supplies including a recycling bin, participant t-shirts, gloves, bags to collect waste and recycling, and a scale to weigh the material. Local volunteers were recruited and helped pick up garbage and recycling on the streets of their neighbourhood.

As the winner, Cranberry Portage will be receiving recycling bins for single-family dwelling households in the community. A celebratory barbeque was held on September 21, with over 200 community members, Community Council, clean-up volunteers and students in attendance. They were joined by representatives from MMSM and CBCRA to celebrate the accomplishment.

"We are thrilled to be the winner of this year's Clean-up," said Debbie McLaughlan, executive director of Child/Family Resource Center Inc. in Cranberry Portage, a member of the Town Council, and one of the organizers of the community's clean-up. "This program has brought our community together to make our streets cleaner and greener, and will greatly help us increase recycling and reduce waste for years to come. We are proud of our accomplishment and thank CBCRA and MMSM for providing this great program."

MMSM is the not-for-profit, industry-funded organization that develops, implements and operates the province's residential recycling programs for packaging and printed paper. Its goal is to promote the reduction, reuse and recycling of the materials managed in its program while increasing recovery rates.

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded organization whose membership includes beverage brand owners and distributors. 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. CBCRA is committed to reaching the government-mandated target of recovering 75% of beverage containers sold in Manitoba.

###

For further information contact:

Arielle Gurevich

Communications Manager
CBCRA/Recycle Everywhere
705-281 McDermot Ave,
Winnipeg, MB R3B 0S9
O: 204.942.2284 x4 C: 204.803.2181
E: agurevich@cbcra-acrcb.org

Sarah Wallace

Marketing and Communications Specialist
Multi-Material Stewardship Manitoba
200-283 Bannatyne Ave
Winnipeg, MB R3B 3B2
O: 204.953.2012 C: 204.797.8365
E: swallace@stewardshipmanitoba.org