



Manitobans Recycling More

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WINNIPEG – In 2013, Manitobans recycled the most empty beverage containers in a single year since the **Canadian Beverage Container Recycling Association** (CBCRA) introduced the Recycle Everywhere program in 2010. CBCRA's annual recovery rate of empty beverage containers recycled in Manitoba increased from 53 per cent in 2012 to **61 per cent** in 2013. The recovery rate was 49 and 42 per cent in 2011 and 2010 respectively.

"That's a lot of empty bottles, cans, cartons and juice boxes that can now become something new such as airplane parts, clothing, beverage containers and more," says **Ken Friesen, Executive Director of CBCRA**. "Manitobans recycled enough empty beverage containers in 2013 to fill **891 railcars**."

Last year, a record-breaking **12,539 Recycle Everywhere bins** were placed in communities, municipalities, businesses, schools, institutions, and parks – more than the previous three years combined. The boost in new Recycle Everywhere infrastructure created 526 new partnerships at 862 new sites, and gave the program a presence in almost every Manitoba municipality. The program also grew exponentially at the school level with the introduction in September of *Recycle Everywhere 101*. Since late last year school partnerships have increased from 179 to more than 400 today.

"Our 2013 accomplishments were significant, and CBCRA and Recycle Everywhere thanks Manitobans who are increasingly choosing to recycle their empty beverage containers instead of throwing them in a waste bin," Friesen said. "Together, the amount of CO₂ emissions reduced in Manitoba last year as a result of the recycling of empty beverage containers is the equivalent to taking 3,031 passenger vehicles off the road."

The recovery rate figure is calculated by comparing the number of containers sold in Manitoba to the number recovered for recycling at residences and away-from-home, which includes industrial, commercial, institutional, private sector and public event spaces.

"The Recycle Everywhere program is helping make Manitoba a leader in recycling in North America, and this can be a source of pride for Manitobans of all ages," said **John Challinor II, Chairman of the Board for CBCRA**.

The Recycle Everywhere efforts have also made an impact in terms of empty beverage container litter reductions across the province, as demonstrated in a multi-year litter audit that recently found significant reductions in beverage container litter at Winnipeg and Brandon sites.

Recycle Everywhere is Canada's first province-wide away-from-home beverage container recycling program. Recycle Everywhere has partnered with communities, schools, businesses, provincial parks, community centres and events throughout Manitoba and provided them with the best Recycle Everywhere bin for the space free of charge. Together with our partners, we are reducing greenhouse gas emissions, enabling new products to be made and reducing litter in streets and parks.

The Canadian Beverage Container Recycling Association (CBCRA) implemented and operates the Recycle Everywhere program. Founded in 2010, 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 per cent of beverage containers sold in Manitoba. We're well on our way to achieving that goal. To learn more visit www.recycleeverywhere.ca and www.cbcracrcb.org

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