



Whiteshell Area Cottagers Line Up for Free Recycle Everywhere Bin Bags

Event video and photographs for media use

CBCRA
Canadian Beverage Container
Recycling Association

Partnership
Leadership
Stewardship

FALCON LAKE, MB July 17, 2017 – **Recycle Everywhere** distributed approximately **300 Bin Bags** to cottagers at a barbecue in the Whiteshell area on Saturday. The **Hon. Cathy Cox, Minister of Sustainable Development** was at Falcon Lake to help hand out the free Bin Bags as part of the Manitoba government's partnership with the Canadian Beverage Container Recycling Association (CBCRA) and its Recycle Everywhere program.

"The Recycle Everywhere Bin Bag Program gives Manitobans more ways to truly have their empty beverage containers recycled everywhere," said Minister Cox. "I love that the program helps to keep our province's beautiful lakes and parks cleaner, greener, and more pristine over the busy summer months."

The Bin Bag is a lightweight, collapsible recycling bin designed to help Manitobans recycle at their cottages. Since April, Recycle Everywhere has distributed **over 16,000 Bin Bags free of charge** to cottages and seasonal site across Manitoba. Additionally, **more than 170,000 clear recycling bags** have been provided to provincial, municipal and private campgrounds for overnight campers.

"CBCRA and Recycle Everywhere continue to do **whatever it takes** to provide all Manitobans with innovative and convenient ways to recycle beverage containers at home, at work, and at play," said **Ken Friesen, CBCRA's Executive Director**. "Many people are at a cottage or seasonal site in the summer; our two summer programs were developed specifically to get accessible recycling options close to where Manitobans are at play."

"The **Whiteshell Cottagers Association** was delighted to learn that Minister Cox and Recycle Everywhere were coming to the area to deliver the free Bin Bags to seasonal residents," said **Ronald S. Smith**, president of the Association. "This event shows our cottagers and seasonal site owners how recycling beverage containers is accessible and how we must all work together to keep the Whiteshell beautiful."

All Manitoba Provincial Parks with public access already have Recycle Everywhere bins, making these new summer initiatives a complement to the existing recycling program.

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.

Learn more at www.recycleeverywhere.ca and www.cbcra-acrcb.org

Media contact:

Arielle Gurevich, Communications Manager, CBCRA/Recycle Everywhere
T: 204.942.2284 x4 C: 204.803.2181 E: agurevich@cbcra-acrcb.org

For media use: photographs and a broadcast-quality video clip are downloadable at <https://secure.mckimcg.ca/dxtxVbAksIAY0R>