



**CBCRA**  
Canadian Beverage Container  
Recycling Association

Partnership  
Leadership  
Stewardship

## At Home, Work and Play: Whatever It Takes Recycle Everywhere Ups the Recycling Ante

WINNIPEG, April 25, 2017 – **Recycle Everywhere** says it will do **whatever it takes** to ensure more empty beverage containers are recycled in Manitoba, and that includes a broader emphasis on recycling at work and play. Today, the program announced **three major initiatives**, and was joined by a provincial minister who issued a one-of-a-kind call to action.

To build on the existing reach into Manitoba's private and public sectors, CBCRA and Recycle Everywhere are announcing the following three distinct initiatives: a **partnership with all Government owned buildings in the northern region** to add and increase recycling in their locations; new recycling options for **all Manitoba cottages, seasonal sites and campgrounds**; and a **new partnership with Manitoba property managers**.

Recycle Everywhere plans to supply about **30,000 Bin Bags free of charge** to all Manitoba cottages and seasonal sites. In addition, about **200,000 clear recycling bags** will be given to all provincial, municipal and private campgrounds for overnight campers. Through these two initiatives, Recycle Everywhere is helping to keep Manitoba's lakes and parks cleaner and greener over the busy summer months.

"The importance of getting every Manitoban to recycle their empty beverage containers couldn't be more relevant than it is today, on the heels of Earth Day celebrations and activities across the province," said the **Hon. Cathy Cox, Minister of Sustainable Development**. "I'm pleased to announce that we are asking and encouraging **all commercial property managers and owners to do their part and order their free Recycle Everywhere bins** for every office building, strip mall, multi-tenant building, and any other commercial space in Manitoba. As well, the Province of Manitoba will support Recycle Everywhere's summer initiatives by helping to ensure that all campers and cottagers in our Provincial Parks receive a Bin Bag or clear recycling bag. This is about Manitobans recycling everywhere."

The Minister added that all Manitoba Provincial Parks with public access already have Recycle Everywhere bins, making these new summer initiatives a complement to the existing recycling program. As well, in 2016 the Minister introduced Recycle Everywhere bins to McIvor Mall, the Winnipeg strip mall where her constituency office is located, resulting in eligible materials being recycled instead of going to the landfill.

"As Minister Cox mentioned, commercial properties can play a significant role in decreasing the amount of empty beverage containers that end up in Manitoba landfills," said **Tom Thiessen, the Executive Director of Building Owners and Managers Association of Manitoba (BOMA)**. "The Minister's challenge to our industry ties in very nicely with our sustainability mandate and the BOMA BEST<sup>®</sup> environmental certification program. We will strongly encourage BOMA member firms to introduce Recycle Everywhere bins in every single office, institutional and retail building in their portfolios."

"We are delighted that Minister Cox is supporting these initiatives, and thank her for her call to action for the commercial sector as well as her support with our summer activities," said **Ken Friesen, CBCRA's Executive Director**. "In addition, BOMA's support is helping us achieve these goals, with approximately half of their property management membership already on board to implement the Recycle Everywhere program in their commercial properties."

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](http://www.recycleeverywhere.ca) and [www.cbcra-acrcb.org](http://www.cbcra-acrcb.org)

**For media queries or photos of the event following the event, contact:**  
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