



News release

Minister Issues Challenge to Northern Schools to Join Recycling Project

Recycle Everywhere's Northern Backhaul Schools Project Launched

NORWAY HOUSE, MB. Sept. 19, 2018 – This morning at an event in Norway House, qualifying schools in Manitoba's largest school division received a friendly challenge from **Hon. Rochelle Squires, Minister of Sustainable Development** to participate in **Recycle Everywhere's Northern Backhaul Schools Project**.

"It's inspiring that Northern Manitoba schools are taking a leadership role in expanding recycling with Recycle Everywhere's Northern Backhaul Schools Project," said the Hon. Rochelle Squires, Minister of Sustainable Development. "Reducing the amount of recyclables that end up in our landfills is important to protecting our environment, which is why I have established a Recycling Task Force. The Task Force's top priority is providing recommendations on tools to reduce plastic pollution in Manitoba."

The **empty beverage container** recycling project was implemented by Recycle Everywhere last year as a pilot project with schools in **Cross Lake** and **Norway House** in Frontier School Division participating. Distributor **Arctic Beverages** donated pick up and transportation services and took the containers to processing facilities in Thompson and Winnipeg. Many schools in Manitoba's north do not have recycling.

"Following the success of the pilot project, the **Canadian Beverage Container Recycling Association** (CBCRA) and Recycle Everywhere are pleased to officially launch Recycle Everywhere's Northern Backhaul Schools Project and to have the support of the Government of Manitoba as we prepare to expand into more northern Manitoba schools," said **Ken Friesen**, Executive Director of CBCRA. "We're thrilled with the enthusiasm from students and teachers, and the progress they achieved in just one year. None of this would be possible without our generous partner Arctic Beverages, who will continue to donate backhauling services as we expand the project."

Photos from the event are available for media use at the following [Google drive URL](#).

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 to 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

Arctic Beverages services northern Manitoba, portions of northern Saskatchewan, Northwestern Ontario, and Nunavut, and is Canada's only First Nations-owned Pepsi franchise.

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