



Recycle Everywhere Provides Free Bins to all Single Family Dwellings in Brandon

WINNIPEG, MB Aug. 28, 2018 – Over the next week, more than 16,000 Recycle Everywhere bins will be delivered to each single family dwelling household in Brandon, Manitoba. This is all in an effort to help make in-home beverage container recycling more convenient. A pilot study held last year showed that there was an increase in the recovery of beverage containers, as well as other recyclable materials, in households that were provided with the free bins.

“With 70 per cent of all beverage containers being consumed at home, the opportunity to improve beverage container recovery is greater with enhanced convenience and education,” said Christa Rust, Program Manager, of the Canadian Beverage Container Recycling Association (CBCRA) and its Recycle Everywhere program. “Through third-party research we have learnt that residents have varied recycling habits. By providing these single family dwelling bins to each home, we are offering residents the convenience to make the choice to recycle, while bringing awareness to our mission.”

“It is a great opportunity to help households continue to divert recyclables from their home, and now, with the help from the CBCRA and the free bin program, it just got one step easier,” said Pam Penner, Manager of Public Works from the City of Brandon.

The single family dwelling style bins will be distributed by a group of local students, on behalf of CBCRA/Recycle Everywhere. The free bins are meant to be placed next to a waste bin in a kitchen, helping to make the decision to recycle easier. The style of the bin allows for greater ease to transport recycled material to the curbside cart.

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.cbcracrcb.org

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