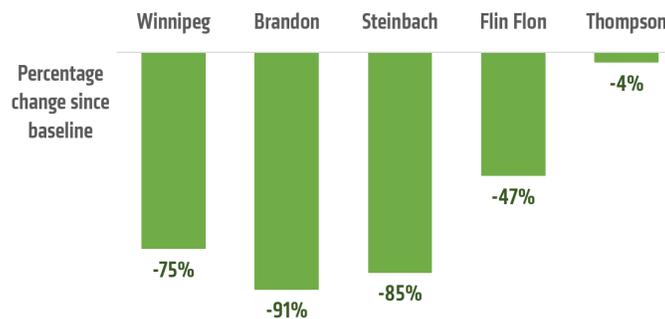




## Litter Reduction Continues to Trend in Manitoba

WINNIPEG, MB Oct. 24, 2019 – The annual litter audit commissioned by the **Canadian Beverage Container Recycling Association (CBCRA)** and its **Recycle Everywhere** program are pleased to report during Waste Reduction Week that Manitobans continue to litter fewer empty beverage containers across the province.

### CBCRA beverage container litter reduction in five Manitoba cities



The 2019 results show a decrease in all five Manitoba cities included in the audit. In each instance, beverage container litter in city streets has decreased since baseline audits began, with no other CBCRA litter abatement programs implemented other than the addition of Recycle Everywhere bins.

“We continue to see Manitobans keeping their city streets clean, which includes thinking about where they place their beverage containers once they’re empty,” said **Christa Rust, Program Manager** of the CBCRA.

- Both Winnipeg and Brandon audits show a decrease of **75** and **91 per cent** respectively, since the 2010 baseline audits.
- Steinbach saw an **85 per cent** drop in empty beverage container litter rates since its baseline year of 2013.

These annual audits, done at 245 pre-selected locations across five major cities in Manitoba, are conducted by third-party consulting firms who execute litter audits across North America. These results align with Manitoba’s PET (#1 plastic) beverage container recovery rate; 77 per cent of which ended up in at-home and away-from-home blue bins in 2018.

As part of a new initiative in 2020, the CBCRA will launch new litter cleanup kits to support communities in their efforts to reduce litter in Manitoba.

The **Canadian Beverage Container Recycling Association (CBCRA)** is a not-for-profit, industry-funded organization whose membership includes beverage brand owners and distributors. 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. CBCRA is committed to reaching the government-mandated target of recovering 75% of beverage containers sold in Manitoba. Learn more at [www.recycleeverywhere.ca](http://www.recycleeverywhere.ca) and [www.cbcra-acrcb.org](http://www.cbcra-acrcb.org)

**Contact:** Lora Meseman, Communications Manager, CBCRA/Recycle Everywhere  
T: 204.942.2284 x4 C: 204.801-1434 E: [lmeseman@cbcra-acrcb.org](mailto:lmeseman@cbcra-acrcb.org)



*Please feel free to use the attached photos with credit to The Canadian Beverage Container Recycling Association.*