



Recycle Everywhere to Launch Food Drive for Winnipeg Harvest on Giving Tuesday

CBCRA
Canadian Beverage Container
Recycling Association

Partnership
Leadership
Stewardship

Donated staff time will keep team working at full capacity

May 4, 2020 Winnipeg, MB – Tomorrow for Giving Tuesday, the Canadian Beverage Container Recycling Association (CBCRA) will launch **Recycle Everywhere Food Drive** – a partnership with Winnipeg Harvest to help increase food donations during the pandemic. CBCRA and Recycle Everywhere staff will volunteer one day a week for at least the next four weeks to pick up food donations from Winnipeg doorsteps and deliver to Winnipeg Harvest. **Donating staff time to the food drive ensures that the CBCRA will not have to reduce its workforce.**

“Winnipeg Harvest has been challenged to keep up with record-high demand through this pandemic, and currently Recycle Everywhere and CBCRA have extra people power,” says **Ken Friesen, CBCRA** Executive Director. “We’re excited to create the Recycle Everywhere Food Drive where we will bring in food donations while keeping our employees working at full capacity. Community engagement and support are CBCRA core values, so we are thrilled to support Winnipeg Harvest in its urgent quest to help the many families and individuals who need emergency food support right now.”

In anticipation of the need to feed a record 90,000 Manitobans in the month of April, Winnipeg Harvest announced a COVID-19 special appeal earlier this spring.

“Calls to our Emergency Food Line are up 30 per cent and food donations are down 60 per cent,” says **Keren Taylor-Hughes**, CEO, Winnipeg Harvest. “We are grateful for the CBCRA and Recycle Everywhere and their Harvest Heroes Food Drive. We look forward to their deliveries and moving those much-needed donations into the community.”

A video demonstrating the Recycle Everywhere Food Drive in action is available for media use.

Food drive staff will have all the necessary pandemic safety protocols in place. Households and businesses who can make food donations can easily register for contactless doorstep pick up at recycleeverywhere.ca or schedule one at <https://cbcra.in1touch.org/viewEvent.html?productId=6497>

About CBCRA and Recycle Everywhere

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 and www.cbcra-acrcb.org

About Winnipeg Harvest

Winnipeg Harvest is a not-for-profit charitable organization committed to providing food to hungry Manitobans. We share food with more than 300 partner agencies including food banks, soup kitchens, and youth programs, in order to distribute surplus food to hungry families all over Manitoba. For more information about services and how to make a donation, please visit www.WinnipegHarvest.org

Media contacts:

CBCRA and Recycle Everywhere: Lora Meseman, Communications Manager,
T: 204.942.2284 x4 C: 204.801-1434 E: lmeseman@cbcra-acrcb.org

Winnipeg Harvest: Kiersten Haight, Communications Coordinator
C: 204.229.9660 E: kiersten@winnipeg Harvest.org