



News release

Cash Rewards for Good Recycling Behaviour? There's an App for That! Incentive Program and App Supports Manitobans Who Get Empty Beverage Containers into Blue Bins

WHITTIER PARK, WINNIPEG, MB April 15, 2021 – Recycle Everywhere was joined by the **Honourable Sarah Guillemard, Minister of Conservation and Climate** at an announcement today to officially launch an **incentive program** and **mobile app** that's already giving back to Manitobans. The **Recycle Everywhere Mobile App** allows people to track their recycling at a Recycle Everywhere blue bin for a chance to win up to \$25,000 in cash and prizes. The program's first monthly winner, Colin Bazin, was presented with a \$5,000 cheque.

"Recycle Everywhere continues to be a leader among beverage container recycling programs in North America because it is highly responsive to and supportive of Manitobans' recycling behaviours, and because it is focused on the big picture – reducing litter across the province," said **Minister Guillemard**. "Congratulations, Recycle Everywhere, for bringing Manitobans an incentive program and mobile app that will become an important step in Manitoba's vision to become Canada's cleanest, greenest and most climate-resilient province."

As Earth Day 2021 approaches, this year's theme of Restore Our Earth hits the mark with Recycle Everywhere, which is introducing a refreshed approach to recycling and supporting Manitobans.

"The Recycle Everywhere incentive program and mobile app is about encouraging Manitobans to recover more empty beverage containers by giving back," says **Ken Friesen, Executive Director of Canadian Beverage Container Recycling Association (CBCRA)**, the organization that runs Recycle Everywhere. "With cash and prizes, we are supporting local businesses and Manitobans as we slowly come out the pandemic."

Over the past week, Recycle Everywhere has initiated a number of other incentives to support Manitobans. It became a partner of the **Canada Plastics Pact**, an industry-led, collaborative platform that enables partners to tackle key challenges in reducing plastic waste and pollution. It made its **Clean Up Kits** available to the public – and 300 kits were snapped up in less than 24 hours. And a new campaign asks Manitobans to **Help Close the Loop** – a concept inspired by looking at how recycling plastic fits into the circular economy.

"Manitobans who put their beverage containers into blue bins not only divert waste, they extend the lifecycle of containers because the materials are able to keep coming back as new containers or as other products," Friesen said. "In 2019, for instance, 77 per cent of PET plastic bottles were recycled, but we can do better with #1 plastic and all container materials so they don't end up in the environment as litter. This is why we're asking Manitobans around the province to recycle empty beverage containers every time."

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.cbcracrcb.org

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