



News Release

CANADIAN BEVERAGE CONTAINER RECYCLING ASSOCIATION APPOINTS ONTARIO PROGRAM DIRECTOR TO DRIVE RECOVERY RATES IN THE PROVINCE

January 21, 2022 - As the Canadian Beverage Container Recycling Association (CBCRA) expands into Ontario, the organization is pleased to announce the appointment of Holly Lafontaine, MAsc, BAsc as Program Director. In this role, Holly will spearhead and oversee the start-up of CBCRA Ontario.

Holly comes to CBCRA with a well-rounded knowledge of the resource management and sustainability industry. In her previous position, she played a key role in overseeing the wind-up of Ontario's EPR programs under the Waste Diversion Transition Act and supporting the transition to the new individual producer responsibility (IPR) model. This experience will be leveraged in building out and leading a strong frontline team to achieve CBCRA Ontario's core goals.

"Holly has a sharp understanding of regulation with an engineer's mindset when it comes to structure and performance. The establishment of CBCRA Ontario is a huge opportunity to increase recovery and foster circularity in the recycling of beverage containers in the province and we believe Holly is the right leader for this movement," says Ken Friesen, Executive Director, CBCRA.

Holly is passionate about environmental sustainability and takes a results-oriented approach to program execution and problem solving. She holds a bachelor's degree in environmental engineering, as well as a master's degree in civil engineering from the University of Windsor.

Building on the ten-year pilot program conducted in Manitoba, CBCRA is committed to meeting the 75% target of engaging consumers where they live, work, and play.



cbcra

Canadian Beverage Container
Recycling Association

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About CBCRA

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 the public 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 cbcra-acrcb.org and recycleeverywhere.ca.

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