



FOR IMMEDIATE RELEASE

The Downtown Winnipeg Farmers' Market Teams Up with Recycle Everywhere Friendly, Fresh and Extra Green

WINNIPEG April 21, 2022 – The Downtown Winnipeg Farmers' Market, a beloved destination for office workers and those who live in or visit downtown – drawing up to 2,000 people each week – is celebrating sustainability this summer.

The Market, run by Downtown Winnipeg BIZ, has partnered with Recycle Everywhere to incorporate additional on-site recycling, and provide recycling education to shoppers throughout the summer.

“The Recycle Everywhere team is so excited to take part in such a popular farmers' market,” says Christa Rust, Senior Program Director for Recycle Everywhere. “Our team will be on hand from June to September to reinforce good recycling habits, such as how to prevent contamination and encourage the use of our incentive program and mobile app, which rewards Manitobans who actively recycle beverage containers with a chance to win cash every day.”

Located indoors at Cityplace (333 St. Mary Avenue) and moving outside in the summer months at the Manitoba Hydro Plaza by Edmonton Street and Graham Avenue, the Market connects customers with fresh local vegetables, baking, preserves, meat as well as crafts, jewelry, and other artisan items.

According to a recent study from the University of Waterloo, farmers' markets play a positive role in keeping the community connected which has been a challenge during the COVID-19 pandemic.

“After a long winter we are once again looking forward to inviting people to shop and experience the Market outdoors, starting June 2,” says Pamela Hardman, Director of Marketing, Engagement and Communications at the Downtown Winnipeg BIZ. “We look forward to working with Recycle Everywhere on this important initiative to reduce waste and promote a more environmentally friendly future.”

The Downtown Farmers' Market is currently operating bi-weekly until June, with its next offering on May 5. A complete schedule can be found [online](#).

For media inquiries concerning recycling and sustainability, contact:

*Sheri Moerkerk, Director of Marketing and Communications, Recycle Everywhere
204.801.1434 / smoerkerk@cbcra-acrcb.org*

For media inquiries concerning The Downtown Winnipeg Farmers' Market, contact:

*Pamela Hardman, Director of Marketing, Engagement and Communications,
The Downtown Winnipeg BIZ 204.806.2506 / pamela@downtownwinnipegbiz.com*