



News Release

Manitobans Continue to Be Among Canada's Best Recyclers

WINNIPEG, MB September 15, 2022 – *Recycle Everywhere is pleased to announce that in 2021, 72 per cent of all eligible beverage containers in the CBCRA program and 80 per cent of all PET plastic beverage containers sold in the province were recovered.*

“Thank you to all Manitobans who helped achieve one of the highest PET recovery rates in Canada,” says Ken Friesen, Executive Director of Canadian Beverage Container Recycling Association (CBCRA) and the organization that runs Recycle Everywhere. “All of those quick decisions throughout the year to drop beverage containers in recycling bins adds up to a huge amount of waste successfully diverted from our landfills.”

The recovery rate for PET plastic beverage containers in Manitoba has been consistently high over the past few years and ranks among Canada's best.

The organization recently launched a campaign that reminds Manitobans whether they are at home, work, or play, to recycle their beverage containers. “The recovery of beverage containers ensures that the material can come back as new containers,” explains Friesen. “Our goal is seeing the bottles recycled many times, over and over again.”

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 recycleeverywhere.ca and cbcra-acrcb.org.

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