



Annual Recycle Everywhere Season of Giving Campaign Builds Momentum with Habitat for Humanity Manitoba

Manitobans' Recycling Efforts Could Result in \$20,000 Donation to the Charity

WINNIPEG, MB – Giving Tuesday, Nov. 29, 2022 – Recycle Everywhere, the organization responsible for the collection of non-alcoholic, non-dairy beverage containers in the province, is teaming up with **Habitat for Humanity Manitoba** to give back during its annual **Season of Giving** promotion.

“Manitobans are some of the best recyclers in Canada and we are so excited to announce on Giving Tuesday that their recycling efforts this holiday season could result in as much as a \$20,000 donation from us to Habitat for Humanity Manitoba,” says **Sheri Moerkerk**, Director of Marketing and Communications at Recycle Everywhere, the program administered by the Canadian Beverage Container Recycling Association (CBCRA).

From now until the end of the year, for every eligible empty beverage container that Manitobans recycle and scan through the Recycle Everywhere mobile app, the organization will donate 15 cents to Habitat for Humanity Manitoba. The Season of Giving promotion also offers Manitobans who use the app extra chances to win cash and prizes. Additionally, Habitat for Humanity Manitoba and Recycle Everywhere are announcing a partnership that will see Recycle Everywhere bins placed in all new home builds.

“Habitat Manitoba is very pleased to be working with CBCRA on their Season of Giving campaign because it encourages people to be more environmentally conscious and rewards them for being so while providing funding to Habitat Manitoba for us to continue our work to help build safe, decent and affordable housing for purchase by low-income working families,” says **Sandy Hopkins**, CEO of Habitat for Humanity Manitoba. “In addition, we are pleased CBCRA will provide Recycle Everywhere bins to new Habitat homeowners.”

Earlier this year Recycle Everywhere announced that, in 2021, 72% of all eligible beverage containers in the province were collected for recycling and 80% of all PET plastic bottles were recovered, a statistic that ranks Manitoba among the best performing jurisdictions in Canada.

“With the momentum of Season of Giving and this partnership with Habitat for Humanity Manitoba, we are also challenging Manitobans to make December the best beverage container recycling month in the province’s history,” adds Moerkerk.

The Recycle Everywhere app offers cash and prizes throughout the year. It is free to download and available on Google Play and the App Store.

Track the progress of beverage container recycling and the growing donation at Recycleeverywhere.ca.

Season of Giving campaign images are available for media use at <http://bit.ly/3uat9xa>

For more information, please contact:

CBCRA: Sheri Moerkerk, Director, Marketing & Communications, T: 204.942.2284 C: 204.801.1434

E: smoerkerk@cbcra-acrcb.org



Habitat for Humanity Manitoba: Christa Mariash, VP, Marketing, Communications & Philanthropy
O: 204.233.5160 ext. 216 C: 204-299-5956 E: cmariash@habitat.mb.ca

About Recycle Everywhere

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded Producer Responsibility Organization whose membership includes beverage brand owners and distributors. CBCRA 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

About Habitat for Humanity-Manitoba

Habitat for Humanity Manitoba is one of 1,400 affiliates worldwide working to build safe, decent, and affordable homes for families. Every year, we partner with communities to help working, lower income families in Manitoba achieve strength, stability, and independence through affordable homeownership. For more information, please visit: <https://www.habitat.mb.ca/>