



Lucky Manitobans to Win Gift Cards for Recycling This October

Caught in the Act of Recycling? You Could Be a Winner

WINNIPEG, MB – Do you recycle your beverage containers when you're out for a walk, at a sporting event, or community gathering? Throughout the month of October, your good recycling habits could net you a prize or gift card on the spot.

This month, Recycle Everywhere will be on the hunt for Manitobans properly recycling their empty beverage containers armed with over \$10,000 in gift cards and other prizes. Those observed recycling will be rewarded with a gift card and the thanks of the organization's dedicated staff and outreach team.

"Manitobans are some of the best recyclers in Canada and we want to reward them for doing their part," says Sheri Moerkerk, Director of Marketing and Communications at Recycle Everywhere. "Many people don't realize that beverage containers can take 10,000 years or longer to break down in a landfill and so every seemingly small decision to recycle them has a huge environmental impact," she explains. The promotion aligns with Circular Economy Month which was launched in 2022 in Canada as an evolution of Waste Reduction Week, typically the third week of October.

"We can think of a healthy circular economy as a model that involves sharing, reusing, repairing, refurbishing and recycling existing materials and products for as long as possible," shares Moerkerk. In the beverage container space, this means that the material from plastic bottles or aluminum cans get processed into more plastic bottles and aluminum cans thereby requiring less new material in the manufacturing process.

According to Recycle Everywhere, the province features one recycling bin for every 20 Manitobans, making it convenient to find a place to properly dispose of your beverage containers no matter if you're at home, at work, or in the community.

To learn more about the promotion or the positive impact recycling has on our environment, visit RecycleEverywhere.ca.

For interviews, additional information or to request press quality photos, contact Sheri Moerkerk, Director of Marketing and Communications at 204-942-2284 or smoerkerk@cbcra-acrcb.org.

About CBCRA/Recycle Everywhere

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded organization dedicated to promoting and facilitating the recycling of beverage containers across Canada. CBCRA, which operates the Recycle Everywhere program, works collaboratively with stakeholders to develop and implement effective recycling programs, with the goal of reducing environmental impact and promoting a circular economy.