



## News Release

November 16, 2023

### Recycle Everywhere Partners with CF Polo Park to Add 201 New Bins Throughout Mall Shoppers can win \$20 CF Polo Park gift cards for recycling

**WINNIPEG, MB** – Recycling your empty beverage containers while shopping at CF Polo Park just got a little easier thanks to a renewed partnership with Recycle Everywhere.

CF Polo Park has worked alongside Recycle Everywhere to upgrade its recycling infrastructure throughout the facility to provide mall guests with access to over 200 new Recycle Everywhere bins. The additional bins will help Cadillac Fairview maintain its strong waste diversion rate of 78 percent while promoting sustainability and waste reduction across CF Polo Park.

To celebrate, Recycle Everywhere will be at CF Polo Park on November 16, 2023, for the annual Christmas tree lighting ceremony. Mall guests can visit the Recycle Everywhere booth near the food court to pick-up a free bin bag\*, and CF Polo Park gift cards\* will also be awarded to guests who recycle their beverage containers.

“Manitobans are some of the best recyclers in Canada and Recycle Everywhere is always looking for new ways to make recycling empty beverage containers convenient,” says Sheri Moerkerk, Director of Marketing and Communications at Recycle Everywhere. “The substantial investment by CF Polo Park will enable shoppers to make the right choice when recycling empty beverage containers. This keeps useful materials out of landfills, reduces greenhouse gas emissions and the need for raw materials,” says Moerkerk.

“CF Polo Park has a long-standing history of leadership when it comes to sustainability,” says Peter Havens, General Manager at CF Polo Park. “Our latest addition of new Recycle Everywhere bins throughout the mall are just another way we promote sustainability across our operations. We recognize that these efforts not only provide environmental benefits, but also clear business value to our clients, shoppers and building occupants.” says Havens.

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](https://RecycleEverywhere.ca).

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\*While supplies last.

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### **About Cadillac Fairview**

Cadillac Fairview (CF) is one of the largest owners, operators, investors and developers of best-in-class office, retail, multi-family residential, industrial and mixed-use properties in North America.

Wholly owned by the Ontario Teachers' Pension Plan, with assets under management of more than \$30 billion, CF manages over 35 million square feet of leasable space at 68 landmark properties across Canada, including Toronto-Dominion Centre, CF Toronto Eaton Centre, Tour Deloitte, CF Carrefour Laval, CF Chinook Centre and CF Pacific Centre.

Driven by its purpose of Transforming Communities for a Vibrant Tomorrow, CF is continually striving to make a positive impact in communities where it operates by promoting social connection, growth, and a sustainable future. Visit [cadillacfairview.com](http://cadillacfairview.com) for more information.

### **About CBCRA/Recycle Everywhere**

About CBCRA 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](http://cbcra-acrcb.org).

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[recycleeverywhere.ca](http://recycleeverywhere.ca)