Introducing the "Mini Bini Handbag" – The World's Most Fashionable Single Container Recycling Bin Has Arrived (Yes, Seriously)

Winnipeg, MB – In a bold step forward for fashion environmentalism, today Recycle Everywhere, a made-in-Manitoba initiative of the Canadian Beverage Container Recycling Association (CBCRA), is thrilled to announce the launch of the **Mini Bini Handbag** – a revolutionary new designer piece that holds exactly one empty beverage container.

Crafted for the ultra-chic and impossibly prepared, the Mini Bini Handbag redefines what it means to carry "just the essentials." Measuring in at just **1 container by 1 container**, this fashion marvel holds… well, not much. But what it lacks in space, it makes up for in **style, sustainability**, and **extreme recycling convenience**.

"We've always believed in fashionable recycling," said Jordyn Wegner, Chief Design Illusionist at Recycle Everywhere. "With the Mini Bini Handbag, the statement is loud and clear: *'My bin goes where I go. Always.'*"

Each Mini Bini Handbag is crafted from PET granules, derived from empty containers recycled by real Manitobans -- and available in 12 runway-inspired shades of blue, including "Very Blue," "Deep Blue," and "Really Very Blue". And of course, the mini bini itself is also 100 per cent recyclable.

For those wondering if this is a joke: yes, it is. Happy April Fools' Day.

Although the Mini Bini Handbag is unfortunately not real, Recycle Everywhere's recently relaunched **Clean Up Kit web page goes live today. Manitobans can request spring clean-up kits that have *traditional bags*** *(*clear and garbage bags) along with everything else schools, community centres and other community organizers need to know to organize and launch their own clean-up, just in time for spring.

Learn more: https://recycleeverywhere.ca/programs/clean-up-kit/

Media Contact:
Jill Knaggs
Director of Stakeholder Relations
JKnaggs@cbcra-acrcb.org

For more information about the Recycle Everywhere program, visit RecycleEverywhere.ca.