

**RECYCLE  
EVERY  
WHERE**



210-283 Bannatyne Avenue Winnipeg, MB R3B 3B2

Toll-free: 1-877-810-7362 Tel: 204-942-2284 [www.RecycleEverywhere.ca](http://www.RecycleEverywhere.ca)

**Photo Opportunity!**  
Meet the Street Team  
Tuesday, July 20th, 11 am at  
Old Market Square. (Corner of  
Bannatyne & King Street)

WINNIPEG, MANITOBA – TUESDAY JULY 20, 2010

# Canadian Beverage Container Recycling Association (CBCRA) launches the RECYCLE EVERYWHERE CAMPAIGN

**Manitoba's first away-from-home recycling initiative to collect recyclable beverage containers is being introduced at fairs and festivals this summer.**

RECYCLE EVERYWHERE is a new program created exclusively to promote away-from-home recycling of beverage containers in Manitoba. The program is identified by a logo that features an animated blue bird icon along with the phrase RECYCLE EVERYWHERE.

"RECYCLE EVERYWHERE is foremost an educational initiative", said Ken Friesen, Executive Director of CBCRA. "Manitobans will see and hear a lot of information about away-from-home recycling in the weeks and months ahead and by working together, our province can ultimately become a green leader in Canada." The Manitoba program is the first permanent, province-wide away-from-home beverage container recycling program in Canada.

As a first step, CBCRA will provide convenient recycling containers at a variety of festivals and events this summer accompanied by Street Team Ambassadors who will spread the word about the RECYCLE EVERYWHERE program.

Watch for the Street Team this weekend at the Manitoba Stampede in Morris Manitoba. CBCRA is adding events to its Street Team Ambassador schedule on a regular basis and the updated list is available at [www.RecycleEverywhere.ca](http://www.RecycleEverywhere.ca).

"Attending Manitoba's highly popular festivals and events is a very positive way to introduce the program to a wide cross-section of Manitobans", added Friesen. "Over the next year, RECYCLE EVERYWHERE containers will be widely distributed throughout Manitoba and recycling away-from-home will become common place."

RECYCLE EVERYWHERE is the first major initiative CBCRA has undertaken on behalf of Manitoba's beverage industry since the not-for-profit organization commenced operations (April 1, 2010) to complement the provincial Blue Box program. Manitoba has established an ambitious target of recycling 75% of beverage containers. This will ultimately be achieved through the combined efforts of the residential Blue Box program and the RECYCLE EVERYWHERE away-from-home initiative.

For more information please contact:

**Ken Friesen**

Executive Director, CBCRA  
204-942-2284  
1-204-371-6441 (mobile)  
[kfriesen@cbcra-acrcb.org](mailto:kfriesen@cbcra-acrcb.org)

**Bob Jones**

Deschenes Regnier  
204-943-6446 ext. 209  
204-791-4569 (mobile)  
[bjones@deschenesregnier.com](mailto:bjones@deschenesregnier.com)



**CBCRA**  
Canadian Beverage Container  
Recycling Association

Partnership  
Leadership  
Stewardship