



CBCRA

Canadian Beverage Container
Recycling Association

Partnership
Leadership
Stewardship

News Release
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New Beverage Industry Group to Boost Manitoba's Recycling

Winnipeg – A new voluntary not-for-profit industry association is gearing up to expand Manitoba's recycling program. Soft drink, energy drink, juice, milk and bottled water makers have formed the Canadian Beverage Container Recycling Association (CBCRA) to expand recycling options and increase recycling rates in Manitoba.

"The beverage industry is stepping up to the plate," said Ken Friesen, Executive Director of the CBCRA. "The CBCRA is preparing to help the Manitoba government meet its target of 75% recycling for beverage containers. We know this target cannot be achieved without the concerted effort of industry, or without the support and participation of the public and government."

The CBCRA is supporting Manitoba in its efforts to be a green leader, by complementing and building on the success of the Blue Box program. The CBCRA will launch a new program in the coming months that will make away from home beverage container recycling more convenient and accessible to the public.

"We know Manitobans are committed to the environment and recycling," Friesen added. "People want the opportunity to recycle wherever they go, and that's why the beverage industry is responding with a new program that significantly expands beverage container recycling."

Starting April 1st, 2010, beverage companies who've signed on with the CBCRA will work together to complement existing recycling programs and increase recycling rates in Manitoba.

To fund these expanded initiatives brand owners and distributors who voluntarily choose to join the CBCRA initiative will pay a two cent container recycling fee to CBCRA. CBCRA will seek to work with the provincial government, municipalities, businesses and the public. Details of the new program will be announced this spring.

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