



Re-Centre Beverage Container Recycling Pilot project More than Halfway Towards Reaching Its Registrations Goal

Greater Moncton Residents Encouraged to Sign Up for Free at www.re-centre.ca

MONCTON (NB) – August 6th 2014 – The **Re-Centre** recycling pilot project is well underway, with its two solar-powered beverage container drop-off units fully operational since June. In just a few weeks since its media and public launch on Earth Day (April 22, 2014), the pilot project has attracted over 1,500 members to sign up to use the Re-Centres to recycle their empty beverage containers. The pilot project is thus more than halfway towards reaching its goal of signing-up 2,500 members. These registered participants are able to enjoy the convenience of the Re-Centres and will provide valuable feedback during the project's research, testing and evaluation period. Signing up is free and only takes a few minutes on www.re-centre.ca. There are no fees associated with using the Re-Centres.

Members have started bringing in their empty beverage containers and collecting their New Brunswick deposit-bearing beverage container refunds by logging in to their Re-Centre accounts – the Re-Centres' online container count and payment system. So far, more than 3,600 bags full of empty containers have been dropped off for recycling, which equals close to 200,000 containers.



An instructional video demonstrates how the Re-Centres work on www.re-centre.ca.

"We're very excited to have our first participants use these brand new recycling centres and spread the word", says Project Coordinator Tim Pidgeon. "So far, we've gotten lots of great feedback from our community and people have been very supportive. Our goal is ultimately to test new technology and procedures to maximise efficiencies and increase public participation in recycling. Getting our target of 2,500 households as members represents the average volume current redemption centres typically serve and is crucial for us to start our 36-month test period."

The two unmanned solar-powered/off-the-grid Re-Centres are open to the public at 557 Mountain Road and 325 Killam Drive in Moncton, 7 days a week, from 7 a.m. to 10 p.m. **Media wanting a demonstration of how the Re-Centres work can contact Project Coordinator Tim Pidgeon at the contact information provided below in this news release.**

With the Re-Centres operational, the team has geared up for promoting the project on a larger scale. Students have been hired to promote recycling and recruit members within the Greater Moncton region. They attend festivals and events, ride their specially branded bicycles downtown and hold a kiosk at the Moncton Farmers' Market on Saturdays.

The Re-Centre pilot project is an initiative being led by New Brunswick non-alcoholic beverage product distributors and managed through Encorp Atlantic Inc. Encorp provides post-consumer beverage container management services to organizations that distribute deposit-bearing beverage containers in New Brunswick. Now representing more than 85 distributors of non-alcoholic beverage products in New Brunswick, Encorp is proud to be a leader in industry stewardship, proud of the more than \$100 million contributed to the Government of New Brunswick' Environmental Trust Fund, and proud of the three billion containers recycled since 1992.

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