

**News Release
For Immediate Distribution**



Encorp Atlantic's Re-Centre Pilot Project Receives Greater Moncton Chamber of Commerce's Environmental Excellence Award.

MONCTON (NB) – October 23, 2014 – The **Re-Centre** recycling pilot project has caught the eye of the business community, earning Encorp Atlantic Inc. an **Environmental Excellence Award** at the awards gala held by the Greater Moncton Chamber of Commerce on October 22, 2014.



Encorp Atlantic's Re-Centre pilot project team receives the 2014 Greater Moncton Chamber of Commerce's Environmental Excellence Award.

"We've gotten a lot of support from the Greater Moncton community," says Project Coordinator Tim Pidgeon. "People who have signed up to participate in our pilot project and now use the Re-Centres to recycle their empty beverage containers have given us positive feedback and have been spreading the word among friends, family and colleagues. We're extremely pleased with how easy our members report the Re-Centres have made recycling for them!"

The Re-Centre pilot project is nearing its 2,500 households registration goal and will thus soon start collecting data over a 36-month period to determine how consumers use the self-serve beverage container drop-off units. Research results and feedback collected will help determine successful components that could be implemented in redemption centres throughout the province to increase recycling rates. Since the Re-Centres became operational this past summer, members have recycled over 600,000 empty beverage containers.

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. 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.

The Re-Centre pilot project is an initiative being lead 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.

-30-

Information:

Tim Pidgeon

Re-Centre Project Coordinator

506.389.7333

tim@encorpatl.ca