



## Environmental Themed Murals and Bottle Drives to Promote Community Participation in Recycling at this Year's Festival Inspire

**News Release  
For Immediate Distribution**

**MONCTON –TUESDAY, JUNE 1, 2021** – Festival Inspire - a public art organization based in Moncton, and Encorp Atlantic - the organization which collects, processes and recycles all non-alcoholic beverage containers that consumers bring to redemption centres in communities across New Brunswick - are proud to join forces once again this summer to promote community participation in recycling.

Earlier this spring, Festival Inspire announced it would be taking the show on the road for this year's edition, visiting and creating murals in 8 locations across New Brunswick in June and July. The tour will consist of one week in each location, painting walls, and activating public spaces through original Inspire programming of the arts.

- **June 7-13: Campbellton**
- **June 21-26: Tracadie**
- **June 28-July 3: Miramichi**
- **July 5-10: Saint John**
- **July 12-17: Moncton**
- **July 19-24: Petit Rocher & Shippagan**
- **July 26-31: Shediac**

Encorp's sponsorship will bring an environmental awareness component to the tour via some environmental themed murals in Campbellton, Shippagan, Petit-Rocher, and Saint John. Plus, in each city, throughout the entire tour, Encorp's *Re-Mobile travelling depot* will be on location to accept donations of beverage containers as a special bottle drive recycling fundraiser for local charities. The public is invited to bring their empty beverage containers to each mural creation site. The Inspire team will collect them thanks to the *Re-Mobile travelling depot*, recycle them at local redemption centres in each region, and donate all funds to one charity, school, or arts organization in each location. **Keep an eye out for the names and donation amounts to be announced on the Festival Inspire Facebook page [www.facebook.com/festivalinspire](http://www.facebook.com/festivalinspire) each week!**



The *Re-Mobile* is a new concept trailer designed by Encorp and available to rent free of charge for schools, not-for-profit organizations, and community groups to raise funds via bottle drives. The trailer contains large plastic bins in which empty beverage containers can be collected. It is designed to be parked at schools, community centres and other accessible locations for a certain period of time or driven through neighbourhoods for door-to-door bottle collection. Once full, the *Re-Mobile* is driven to a redemption centre. Festival Inspire's eight-location tour this summer will be the trailer's inaugural run! Interested organizations that would like to rent and use the *Re-Mobile* for upcoming fundraisers can contact Encorp for more information ([info@encorpatl.ca](mailto:info@encorpatl.ca) or 1-877-389-7320).

"We are proud to partner with Festival Inspire again this year to spread our "*Be a Recycling Hero!*" message to New Brunswickers," says Encorp Atlantic General Manager Pierre Landry. "Our *Recycling Hero* concept is all about reducing litter in our province's beautiful outdoor spaces, supporting beverage container recycling in schools, and helping communities use beverage container recycling to raise funds. We see a natural fit with Festival Inspire – using the power of the arts to educate on environmental issues – especially the importance of the three "R's" – reducing, reusing and recycling."

"We love this new addition to the Inspire New Brunswick 2021 Tour," adds Festival Inspire Executive Director Lisa Griffin. "Inspire is all about putting the positive into the community, and we love partnerships. Being able to connect with schools and fellow non-profits around the province is our jam! We're pretty chuffed that we're the first ones that get to take the *Re-Mobile* on the road too! It's going to be a great summer."

## **MEDIA CONTACTS**

**Encorp Atlantic** : Pierre Landry, General Manager / pierre@encorpatl.ca / 506.389.7322

**Festival Inspire** : Lisa Griffin, Executive Director / lisa.griffin@festivalinspire.com / 506.988.2601

### **About Encorp Atlantic**

Beverage product distributors founded Encorp Atlantic Inc. in 1992 as a response to the New Brunswick Beverage Containers Act, which established a beverage container deposit/redemption program in New Brunswick. Encorp represents more than 90 non-alcoholic beverage product distributors and provides them with used beverage container management services.

Every year, Encorp recycles more than 165 million non-alcoholic beverage containers in New Brunswick, ensuring that plastics, glass, aluminum, cartons and other materials needed for packaging beverages do not end up polluting landfills, roadways, waterways, and the province's beautiful outdoor spaces. Learn more at [encorpatl.ca](http://encorpatl.ca).

### **About Festival Inspire**

Festival Inspire was founded in 2014 to activate imagination in the celebration of all things ART in Atlantic Canada.

The Festival Inspire creates a proactive culture of art in public spaces in Downtown Moncton. Dynamic murals and public art replace dull walls that were subject to vandalism or 'tagging,' neglect or despair. Everything is created in high traffic, high visibility areas to be experienced by the largest audience possible, and in derelict or vacant urban spaces for the purpose of reactivating those spaces. By creating a collaboration between local businesses, artists, community organizations and residents, the organization offers long-lasting character, energy and beauty, economic growth and prosperity to the City. Learn more at [festivalinspire.com](http://festivalinspire.com).