

NOTICE



Island Math Campaign Launching in July

July 29, 2026

Hello Redemption Centre Operators,

Encorp is excited to let you know that our island-wide marketing campaign, *Island Math*, is set to launch in early July. You can expect to start seeing the campaign roll out later this week and throughout the summer and fall.

Island Math is all about helping Islanders easily see the value of returning their beverage containers by highlighting the increased deposit refund in a simple, visual, and engaging way. The goal is to make it clear just how much they can earn, while encouraging more people to visit redemption centres. We're especially excited to share that PEI comedian Patrick Ledwell is part of the campaign, bringing his local perspective and humour to a series of videos designed to connect with Islanders.



The campaign will be highly visible across the province, with messaging appearing on radio, retail PA systems, in newspapers, on buses and bus shelters, and across web and social media. Keep an eye on our social media accounts ([Facebook](#) | [Instagram](#)) over the coming weeks. You can help support the campaign and spread the word by sharing our posts!

We appreciate your continued support in helping reinforce the message and keeping the momentum going.

