

SUMMER 2026

ISLAND MATH CAMPAIGN MAKES A STRONG DEBUT IN PEI

Encorp Atlantic's new *Island Math* campaign launched across PEI in July and is already generating positive attention among Islanders. Designed to highlight the increased deposit refund on beverage containers, the campaign uses simple, visual, and engaging messaging to help consumers better understand the value of returning their empties.

A key feature of the campaign is a series of videos starring well-known PEI comedian Patrick Ledwell, whose local perspective and signature humour help bring the message to life in a way that resonates with Islanders.

The campaign has a strong presence across the province, with messaging delivered through radio advertising, retail PA systems, newspapers, buses and bus shelters, as well as web and social media channels.

Since its launch, the campaign has been met with a positive response and has helped raise awareness of the benefits of beverage container recycling and container returns. Encorp Atlantic is encouraged by the early reception and looks forward to building on this momentum as the *Island Math* campaign continues throughout the summer and fall.



RECYCLING HEROES IN SCHOOL PROGRAM REACHES NEW MILESTONE

1,000,000+

beverage containers were returned for recycling to redemption centres across NB by the *Recycling Heroes in School* from September 2025 to June 2026.



Encorp is proud to celebrate another successful year of the *Recycling Heroes in School* program in New Brunswick (NB).

With more than 100 schools participating across the province, students, staff, and school communities achieved an incredible new milestone this year: **collectively returning more than one million beverage containers** to redemption centres (RCs) and raising over \$100,000 to support school programs, student activities, and learning opportunities.

This year's top-performing schools have each earned a \$1,000 prize from Encorp Atlantic in recognition of their exceptional efforts:

- **Académie Notre-Dame** (Partner RC: Billy's Bottle Exchange in Dalhousie)
- **Deer Island Community School** (Partner RC: Charlotte County Can & Bottle in St. George)
- **École Blanche-Bourgeois** (Partner RC: Cocagne Variety in Cocagne & Saint-Antoine Bottle Exchange in Saint-Antoine)
- **Belleisle Regional High School** (Partner RC: Norrad's Bottle Exchange in Sussex)
- **Rothsay High School** (Partner RC: Golden Mile Redemption Centre in Saint John)

Looking ahead, we are excited to announce that the *Recycling Heroes in School* program is now available in Prince Edward Island (PEI). Public schools in PEI will be able to participate in the same way as schools in NB, with access to supplies and funding support to help them collect beverage containers and return them to RCs.

As the program grows, we want to make sure to reward as many schools as possible, so will not be making PEI and NB compete with each other. Instead, each province will have its own group of top-performing schools. At the end of the school year, the top five schools in NB and the top five schools in PEI will each receive a \$1,000 prize, resulting in a total of ten schools being rewarded annually.

Our team is looking forward to seeing just how many containers the schools in both provinces can collectively return for recycling, and how much money they can raise to support their students!

ENCORP WELCOMES SÉBASTIEN ROY TO ITS BOARD OF DIRECTORS



Encorp is pleased to welcome Sébastien Roy as the newest member of its Board of Directors, representing Craft Alcohol New Brunswick.

Sébastien is a business leader, entrepreneur, and senior public-sector manager with more than 20 years of experience. He is widely recognized as the founder and president of several successful New Brunswick (NB) craft alcohol enterprises, including Distillerie Fils du Roy, where he has helped drive innovation, sustainable production practices, and regional economic development within the province's craft beverage sector.

In addition to his entrepreneurial accomplishments, Sébastien spent more than 15 years in the NB provincial public service, holding leadership roles in program management, financial planning, human resources, and service delivery. His experience in strategic planning, operational oversight, stakeholder engagement, and governance brings valuable expertise to the Board.

With a strong understanding of both the craft beverage industry and organizational governance, Sébastien brings a unique perspective to the Board. Encorp Atlantic looks forward to working with him as the organization continues to strengthen and advance beverage container recycling programs across Atlantic Canada.

RECYCLING HERO CAMPAIGN RETURNS FOR ANOTHER SUMMER

Encorp Atlantic's *Recycling Hero* campaign is back for another year, encouraging New Brunswickers to help keep our province beautiful by recycling beverage containers and reducing litter in public spaces.

Delivered primarily through social media, the campaign promotes positive recycling habits and reminds residents that small actions, such as holding onto containers while on the go, can make a meaningful difference in protecting NB parks, beaches, trails, and communities. The *Recycling Hero* initiative is designed to foster a culture of environmental responsibility while celebrating the everyday actions that help keep litter out of our natural spaces.

As in previous years, the campaign has received a strong and positive response, with New Brunswickers continuing to engage with and support the message. This ongoing enthusiasm reflects the pride residents take in maintaining a cleaner, greener province and reinforces the importance of responsible recycling habits.

Building on the success of the NB campaign, Encorp is also exploring opportunities to bring a similar anti-litter awareness initiative to PEI next summer. The goal will be to promote the same positive behaviours and community-minded approach that have made *Recycling Hero* such a successful public education campaign in NB.

