

Coca-Cola, KAB partner in recycling bin grant program

Feb. 2 -- The Coca Cola Co. and Keep America Beautiful have announced a new partnership for a recycling bin grant program aimed at supporting community recycling.

Grant recipients receive donated recycling bins and information on beginning community recycling programs.

The bin program is part of a \$60 million investment by Coca-Cola in recycling initiatives in the U.S.

"Our company is committed to designing packages that are recyclable and resource efficient," said April Crow, sustainable packaging manager for The Coca-Cola Co. "We also are focused on ensuring that there are strong end-markets for our packages by investing in commercial recycling and community collection programs like RecycleBank and the Recycling Bin Grant Program. We hope this program will encourage communities to expand recycling as we continue to close the loop for our products as well as other valuable recyclables."

Grant applications can be submitted at <http://bingrant.org> through March 12. Eligible grant recipients include government agencies, civic organizations, schools and nonprofit groups. Successful applicants will be notified on or before April 22.

Since its inception in fall 2007, the Bin Grant program has placed more than 5,700 recycling bins in 150 communities in 48 states and the District of Columbia. Recipients have included municipalities, colleges, Native American tribes, and community-based NGOs. The National Recycling Coalition previously sponsored the program with Coca-Cola.

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