

Coca-Cola invests \$2M in curbside recycling

Oct. 10 -- Coca-Cola Co. has invested \$2 million into a recycling rewards program to help increase U.S. curbside recycling rates.

RecycleBank LLC rewards households for their curbside participation based on the amount of material they recycle. Residents receive coupons for goods and services redeemable at more than 300 local and national business partners. Coca-Cola's investment will help the Philadelphia-based company's nationwide expansion.

"We believe this program will revolutionize the way consumers view their trash, from disposables to valuable reusables," said Scott Vitters, director of sustainable packaging for Coca-Cola.

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