

Sprite to recycle can tabs to benefit Habitat for Humanity

April 8 -- Sprite is starting a nationwide recycling and donation campaign that will benefit Habitat for Humanity.

During the month of April, the company will sell specially marked cans of Sprite and Sprite Zero. Consumers should recycle the cans and save the specially marked green tabs from the cans. For each tab mailed in to the company by May 30, Sprite will donate 10 cents to the Habitat for Humanity.

"Through the 'Sprite Tabs for Habitat' program people can give back to their communities, help others, and recycle -- all at the same time," said Augusto Elias, brand director, Sprite, Coca-Cola North America. "We encourage people with busy lifestyles to see this program as an opportunity to make a difference in their community by simply mailing in the green tabs found on Sprite and Sprite Zero cans."

Habitat for Humanity builds, repairs and rehabilitates affordable housing for low-income families in need.

To participate, place specially marked green tabs in a regular or padded envelope. If using a non-padded envelope, please limit the number of tabs to 20 in each envelope and mail to: Sprite Tabs for Habitat, P.O. Box 51412, Knoxville, TN 37950. At the conclusion of the program, Sprite will donate all tabs to a charitable organization to be recycled.

In addition to mailing in green Sprite or Sprite Zero tabs, My Coke Rewards members can also help Habitat for Humanity by donating their My Coke Rewards points between now and May 30, 2010. My Coke Rewards points donated will deliver additional monetary support for Habitat for Humanity.

Contact Waste & Recycling News reporter Amanda Smith-Teutsch at 330-865-6166 or asmith-teutsch@crain.com