

# MEDIA RELEASE

---

FOR IMMEDIATE RELEASE

June 8, 2009

## Drinking Milk Helps Individuals in the Community Achieve Their Dreams

Edmonton, AB - In addition to being good for your bones and your health, milk can now also provide funding for programs and services that enhance the lives of individuals with developmental disabilities. As of June 1, 2009, all milk and cream ready-to-serve beverage containers will be accepted for refund at bottle depots across Alberta. For Edmontonians, this equates to a simple and convenient way to give back to the community while continuing their environmentally friendly practices. Recycle Enterprises offers the pickup of empty beverage containers. All program participants receive a free collection container with free liners and receive an annual charitable tax receipt for their cumulative collection.

### Benefits of using Recycle Enterprises for the new deposit/refund system include:

- Milk and milk product containers can collect quickly in households. Recycle Enterprises pickup service can reduce the number of visits to the bottle depot and clutter in home recycling stations.
- Every milk carton purchased can now be an extra \$0.10-\$0.25 towards helping individuals with developmental disabilities.
- Environmentally responsible to keep milk cartons out of landfills.

### Background for new milk carton deposit/refund system

**As of June 1, 2009**, all milk and cream containers will have a refundable deposit on them when purchased at a retail outlet. That deposit will be refunded when you return your empty and rinsed containers to any Alberta bottle depot. Containers that can be recycled include: Ready-to-serve beverage containers in excess of 30 ml containing fluid milk, cream, whipping creams, buttermilk, drinkable yogurt, and meal replacement drinks.

### Recycle Enterprises Background

When Winnifred Stewart Association first started its Recycle Enterprises program over two years ago, 75 collection bins were placed in one Edmonton neighbourhood. Today, WSA's Recycle Enterprises' Beverage Container Recycling Program operates throughout the city of Edmonton, St. Albert, and Sherwood Park, inspiring 4,000 residential and 450 business and government agency participants to recycle on a daily basis, and keeps countless beverage containers (a total of 7.5 million since it first began) from entering local landfills.

### Contact

Christy Soholt  
Incite Solutions  
780-423-5552 ext. 323