



Round & Round

The Official Newsletter of the Alberta Beverage Container Recycling Corporation

Volume 9 • Issue 1 • April 2005

Advertising Increases Awareness

The first of five commercials can now be seen on TV. Five corresponding posters have been sent to the depots for display to customers. The TV commercials and posters work together to create greater recognition and public awareness.

This 2005 Advertising Campaign has been designed so that specific containers will be targeted at the most opportune times throughout the year. The first is more general in nature and will be followed by ads that focus on single serve containers, big containers (gable top), tetra containers, and a liquor specific commercial that will be seen around the Christmas holidays. Other support for the campaign will be seen and heard via newspaper, radio and washroom ads. ♻️

EARTH DAY – APRIL 22ND, 2005

Earth Day events have been taking place in Canada and the United States for more than thirty years and increasingly inspire and motivate hundreds of thousands of people to learn about and engage in environmental action in their schools, places of work, or in their communities.

ABCRC's sponsorship of "The Cycle of Life" handbook (Volume 8, Issue 3) culminated in a concert at Jack Singer Hall with the St. Luke's Elementary School Choir. This was such a success that Earth Day celebrations will include a concert by Lago Lindo School in Edmonton at the Winspear Centre on April 18th.

To learn more about Earth Day check out www.earthday.ca.

Posters will be seen at depots throughout Alberta.



New bulk glass bag tags have been designed and are being sent out to depots that ship bulk glass to ABCRC. The tags are lime green and will replace the blue tags that are currently being used. The new tag is divided into three sections and will enable the depot to record the quantity in dozens, the r-bill number, and the colour of the glass. This improvement will help plant staff and clerks to better reconcile the glass product. Additional tags can be ordered by calling the Calgary and Edmonton plants.



Ecole St. Luke and ABCRC Recipients of 2005 Mayor's Excellence Award

When asked to describe Calgary awards, Mayor Dave Bronconnier gave this explanation:

"...the Awards are an excellent way to celebrate and acknowledge those who really make a difference in our community. We have so many wonderful and giving citizens who deserve to have their contributions formally recognized and this is what the Calgary Awards are all about."

The development of the exceptional handbook entitled "Cycle of Life" that was sponsored by ABCRC last year appeared in an article in the last issue of Round & Round. The article also mentioned the role of the elementary school Ecole St. Luke and the contribution the children's choir made to the CD that was included with the handbook.

These photos were taken at the Fairmont Palliser Hotel on January 25th, 2005, when the school and ABCRC were presented the Calgary Educational Partnership Foundation 2005 Mayor's Excellence Award for Excellence in Small Business Programs. ♻️



Students at Holy Family School receive the school's monthly Care Awards. A recycling certificate from ABCRC was included in the ceremony.



The award is a beautiful photograph by Grant Black of a rainbow over Fish Creek in Calgary

DEPOT CONTEST WINNERS

Last fall Waste Reduction Week was launched the week of October 18th. The theme was "Too Good to Waste" and ABCRC participated by sponsoring a contest for the depots. The purpose was to increase community knowledge, activity and awareness of bottle depots and the beverage container recycling system.

The contest was open to depots throughout the province and winners were based on those depots that had the most groups return containers. Community groups with the largest container return count on a single ballot were awarded a prize.

...and the winners are...!!



Brent Swanson from the original Cosmos Depot



Wendy Bergerson from Stony Plain Bottle Depot



Craig Bailey from Fort Road Bottle Depot



Carla Martens from Coaldale Bottle Depot



Dave Kumar from Butte Bottle Depot



Blaine Cheverie from Redi Bottle Depot Depot

Depot Success Stories

Last fall brothers Hussein and Yousseif Elkadri, partners in the **Cold Lake Bottle Depot**, put their heads together in an effort to affect the recycling practices of Cold Lake residents. What better place to start than by educating the children.

What followed has been a successful school program offered to all classes from kindergarten to Grade 9. Since December 11th more than 785 students have experienced field trips at the Cold Lake recycling facility where the bottle depot is located. There are more bookings for the coming weeks, including a trip for home schooled students. The trip takes the children through the process of accepting and counting beverage containers, the shipment to ABCRC plants and an explanation of what happens to the containers from the plant back to the marketplace. The object is to talk about the value of recycling.

The children are required to write a story about recycling following their visit. The story is judged by their teachers, and the depot awards prizes for the top two stories in each class. First prize is \$20 so when the Grade 8 group visited with 3 classrooms, the depot awarded \$60. All the students receive juice and a bag of chips when they visit the depot, and once the weather improves a barbecue is planned.

Here's what Grade 7 student Katie Walker, a student from Grand Centre Middle School, had to say:

"Our dump is getting overfilled with waste. To keep our environment clean and to prevent pollution, we must work together and recycle. Some of the waste we put into the dump at Cold Lake could be recycled. Soon Beaver River will be polluted since waste buried at the dump is traveling downhill right into the river when it rains. Living creatures that live there will start dying unless we realize what harm we are causing and start recycling.

There are many things you can recycle like glass bottles, bimetal cans, aluminum cans, plastic bottles, poly-coat containers, drink pouches, etc. The things you recycle are reused and made into other things like insulation. Did you know that when you take aluminum cans to the Cold Lake recycling depot the aluminum is sold as commodity, melted down and made into brand new aluminum cans? When you ride in a car, some of the parts used in it are recycled from bimetal cans! A lot of the things you use in real life have been recycled from other objects.

It does not take much to make Cold Lake a little better. Next time you go throw something in the trash, think about if it could be recycled.

Recycling does not cost you anything. Actually, you get money from it! Please help reduce pollution, save our environment. RECYCLE!"

Hussein Elkadri says there have been great comments about the program. One student wrote a piece directly to his mother to explain to her what recycling can do. Another parent said that they had never bothered to recycle until her child started encouraging the practice at home after attending a field trip.

Hussein credits part of their success to the convenience that is created for consumers by having several recycling opportunities at the same location. The 1100 square foot building that they share also accepts cardboard, newspapers, and other recyclable items. This arrangement, along with the education program, has resulted in an estimated 13.5 percent increase in beverage container returns over the past eight months.

The **Butte Bottle Depot** in Picture Butte has also put creativity into raising beverage container returns by planning their first Customer Appreciation Day. The event will be held on May 7th and Dave Kumar says that it's the first time something like this has been done by the depot in the two and a half years he has been there.



R to L: Dave Kumar (owner) and Shevan Kumar with Linda, Agatha and Darryl in front of the Butte Bottle Depot

The depot has partnered with the Shaughnessy Youth Group, who will provide the labour to cook hot dogs and hand out soft drinks. Customers will receive a receipt for a free hot dog and soft drink when they bring in their beverage containers, and can buy a second hot dog and soft drink for \$2. All proceeds from the sales will go to the youth group.

Beginning March 1st, all Picture Butte Bottle Depot customers will also be able to enter a draw that will take place on Customer Appreciation Day. The grand prize is a remote car starter. Second prize is a Wilson golf set of 12 golf balls and a tee shirt. Miscellaneous prizes include Frisbees, pencils, rulers, and toys for the children.

The ingenuity shown by these depots benefits everyone. It increases environmental awareness, enhances community relations, and improves beverage container return rates. A winner for all! ♻️

Credit: Dan Brisebois, Cold Lake Sun



Pictured with Hussein Elkadri of the Cold Lake Bottle Depot and teacher Audrey Martyniuk from Grand Centre Middle School, are the six Grade 7 students who recently wrote winning recycling stories. They are Kyle Acton, Samantha Engh, Asha Varughese, Sawsan Elkadri and Katie Walker. Missing is Alyn Somers.

Alberta Beverage Container Recycling Corporation Statistical Analysis - Weight Diverted (KG)

Twelve Months Ending February

2004			SUMMARY TOTALS	2005		
Sales	Recovered	Diversion Rate (KG)		Sales	Recovered	Diversion Rate (KG)
			Material			
6,752,085	5,380,033	79.68%	Aluminum	6,673,550	5,381,861	80.64%
8,693,044	6,372,620	73.31%	PET Plastic	9,368,327	6,894,836	73.60%
38,299,178	31,871,641	83.22%	Glass	40,084,268	32,627,113	81.40%
2,905,292	1,593,596	54.85%	Polycoat	3,024,262	1,702,755	56.30%
450,930	253,768	56.28%	Bi-Metal	443,234	254,872	57.50%
57,584,529	45,750,069	79.45%	Consolidated	60,082,001	47,134,039	78.45%

Fresh Faces and Old Friends

Congratulations to Dan Bonneau (Edmonton) on the birth of his grandson on February 11th.

Welcome to Moeun Khun's son Cham, who has joined the team at the Edmonton plant.

Employees were recognized at the Annual Staff Meetings for their years of service.

Congratulations to all! ♻️



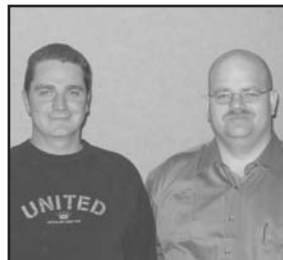
Susan Williams, Frank Gee (10 yrs Calgary) with Guy West



Willy Williams, Russ Cato,
Danny Gaetano (1 yr Calgary) with Guy West



Joseph Harder (5 yrs Edmonton)
with Guy West



Dave Owen (5 yrs Calgary)
with Guy West

Coming Events

- April 18th Earth Day concert at the Winspear Centre, Edmonton
- April 22nd Earth Day
- June 8th – 11th 2005 Mayor's Environmental Expo, Calgary
- June 16th Second Annual BCMB Golf Tournament, Alberta Springs Golf Resort, Red Deer
- October Watch for ABCRC's community initiatives in 2005. Waste Reduction Week take place October 17th to 23rd.

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Round & Round welcomes any comments.

Please direct them to:

Guy West, President, ABCRC
3617 Ogden Road S.E., Calgary, AB T2G 4N6,
Tel: 403.264.0170, fax: 403.264.0179

Newsletter produced by
Quick Print Graphic Services,
2753 - 17 Avenue S.W., Calgary, AB
Tel: 403.242.3113, Fax: 403.246.7832

Written by Sandra Millar, Envision
1938 29 Street S.W., Calgary, AB T3E 2J8
Tel: 403.243.6674

Correction to CRF Table in Volume 8, Issue 3 should read POLYCOAT: Tetra Brik 0-1 litre 0.02, Tetra Brik over 1 litre 0.01

Please recycle. ♻️

