

Creating opportunities for Albertans to Recycle

The Community Champions Program partners businesses with community and not-for-profit groups, to provide a recycling infrastructure and to support fundraising efforts.

Benefits for Businesses

- Enables businesses of all sizes, small or large, to give back to the community in a meaningful way by helping both community and not-for-profit groups
- Demonstrates social and environmental leadership to customers, employees and the community at large
- Helps keep the workplace clean and tidy
- Diverts empty beverage containers from landfills

Benefits for Community and Not-for-Profit Organizations

- Provides a revenue stream for its operations
 - Offers start up financial support, initial infrastructure and coaching support
 - Creates a sense of pride and community involvement
- The Community Champions Program is a uniquely positive approach to raise awareness and ultimately makes beverage container recycling more accessible and convenient.

How the program works

Businesses who join the program receive recycling bins and bags for their place of work, as well as marketing materials to help promote the program. Participating charities are then partnered with the businesses, becoming responsible for collecting the empty beverage containers from the bins. The charities return the empty containers to a local bottle depot and receive 100% of the deposit monies.

“Since the program began, we have collected close to 10 million containers. We look forward to a significant year of growth, increased support to our programs and services, and to keeping countless beverage containers from entering the landfills.”

Vicky Andress, WSA Recycle Enterprises Manager
Winnifred Stewart Association



Outdoor Beverage container recycling bins are made available to Community Champion Partners.

Community Champions Program Fact

In 2009, the Community Champions Program recycled over 7.3 million containers collected from close to 6,000 recycling bins serviced by partner charities across Alberta



Cerebral Palsy Association of Alberta 2009 Life Without Limits Gala. CPAA Executive Director Janice Bushfield presents Guy West, President ABCRC with a CPAA Art “Fun”damentals token of appreciation.



Alberta Parks
Launch - Community
Champions Partners
Program, June 2007

(Left to right)
Guy West, President ABCRC;
The Hon. Hector Goudreau,
then Minister of Tourism,
Parks Recreation and Culture;
The Hon. Rob Renner, Minister
of Alberta Environment; and
Ken White, Board Chair ABCRC.

Community Partners across the province

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| Alberta Emerald Foundation | Marwayne Agriculture Society |
| Alberta Transportation
& Alberta Infrastructure | Mount Royal College |
| Blackfalds Field House Society | The Rainbow Society of Alberta |
| Brightwood Ranch | Red Deer Regional Hospital |
| Calgary Rotary | Rotary Club of Lethbridge East |
| Challenger Park | SAIT, Calgary |
| Central Music Festival | St. Michaels Health Centre |
| Cerebral Palsy
Association of Alberta | Southern Sudan Canada
Acholi Progressive Education
Association, (SSCAPEA) |
| Child Find Alberta | Telus World of Science |
| City of Calgary | Three Hills Ghostpine |
| City of Edmonton | Beef & Lamb 4H Club |
| City of Fort Saskatchewan | Town of Banff |
| City of Medicine Hat | Town of Canmore |
| Commonwealth Stadium,
Edmonton Eskimos | Town of Devon |
| Drayton Valley | Town of Jasper |
| Edmonton Safe
Parent Association | Town of Okotoks |
| Fort McMurray 4-H Roughriders | Wild Rose
Motor Cross Association |
| Fort McMurray SPCA | Whitecourt 4-H Multiclub |
| Hillhurst Sunnyside
Community Centre | Winnifred Stewart Association |
| Kananaskis Country | Women in Need Society, Calgary |
| | Youth Emergency
Shelter Services (YESS) |

For more information email
champions@abcrc.com or visit abcrc.com



Caps Off

Caps Off is an industry partnership with the Rainbow Society of Alberta, the Alberta Bottle Depot Association, the bottle depots, and ABCRC which supports the granting of wishes of Alberta's chronically ill children, and helps keep plastic caps out of landfills. Plastic beverage container caps are collected for recycling and returned to Alberta Bottle Depots. All the monies raised from the sale of the plastic cap materials are donated to The Rainbow Society of Alberta.

To obtain your very own Caps Off for Kids collection kit, Including plastic buckets to collect the plastic caps, posters and promotional materials to help support your effort, email capsoff@abcrc.com.