

## Coca-Cola Recycle & Win to Promote Local Recycling Efforts

May 13, 2014

- **Nationally recognized program kicks off May 19 for the city of Roanoke, Roanoke County, Salem and Vinton**
- **\$14,000 in Kroger Gift Cards used as incentives to recycle**
- **\$250,000 invested by Coca-Cola to ensure program's success**

ROANOKE, Va.--(BUSINESS WIRE)--May 13, 2014-- In an effort to boost local recycling rates, the city of Roanoke, Roanoke County, Salem and Vinton, in partnership with Coca-Cola and Kroger, are bringing back the Coca-Cola Recycle & Win program – a nationally recognized sustainability initiative which offers tips on recycling and rewards selected residents for proper recycling with a \$50 Kroger gift card.

The Coca-Cola Recycle & Win program is credited with a 7% increase in local recycling efforts when introduced in 2011 according to Roanoke Mayor David Bowers.

"Recycling is not only good for the environment but it is good for our communities' bottom line," said Roanoke Mayor David Bowers. "And we know from partnering with Coca-Cola before that the Coca-Cola Recycle & Win program takes our recycling efforts to the next level."

To implement and promote recycling, The Coca-Cola Company and Coca-Cola Bottling Company Consolidated have invested over \$250,000 in the Coca-Cola Recycle & Win program, which includes a direct mail educational packet sent to all single-family households in the city of Roanoke and town of Vinton the week of May 19th.

For residents in the city of Roanoke the educational packet will contain two stickers. A "Yes" sticker which includes images highlighting which materials SHOULD go in your recycling bin as well as a "Give it Back" sticker. City of Roanoke residents must place the "Yes" sticker on one of their bins and put the "Give it Back" sticker on their other recycle bin to opt in for a chance to win a \$50 Kroger gift card.

Town of Vinton residents are instructed to put both the "Yes" sticker and "Give it Back" sticker on their bin. Residents of Salem and Roanoke County will receive a postcard the same week inviting them drop off recyclable items and enter for a chance to win a Kroger gift card at a special event held from 11 am to 2 pm on June 7<sup>th</sup> at Cox Communications.

"Coca-Cola is proud to bring the Coca-Cola Recycle & Win program back to the Roanoke area," said Lauren Steele, senior vice president, corporate affairs, Coca-Cola Bottling Company Consolidated. "The Coca-Cola Company believes it is essential to educate everyone on the importance of recycling and recycling properly. We also believe that recycling should be a rewarding experience, and what better way to encourage people to recycle than by giving them an opportunity to be a winner!"

The Coca-Cola Recycle & Win Recycle Patrol will be visiting area neighborhoods starting the week of May 19<sup>th</sup> and plans to award a total of 280, \$50 Kroger gift cards throughout the six-month program. "Kroger is proud to help promote recycling in the Roanoke area by supporting the Coca-Cola Recycle & Win program. Since our earliest days, Kroger and the Kroger Family of Associates have been committed to taking care of our neighbors and each other and the Coca-Cola Recycle & Win initiative is a tremendous way to demonstrate our commitment to sustainability in our stores and in the communities we serve," said Carl York, Public Affairs Manager Kroger.

To help kick off the Coca-Cola Recycle & Win program, a news conference was held at the Hotel Roanoke during the annual conference for Virginia Recycling Association (VRA); an organization dedicated to promoting recycling in Virginia. "The Coca-Cola Recycle & Win initiative is a great example of a program that aligns perfectly with the goals of VRA," said VRA President Tim Lee. "We are thrilled that Coca-Cola selected our organization's annual meeting as the venue to announce this program."

Coca-Cola Bottling Company Consolidated is the largest independent Coca-Cola Bottler in the United States. The Company is a leader in the manufacturing, marketing and distribution of soft drinks.

**## Coca-Cola Recycle & Win! ##**



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140513006914/en/>

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**Coca-Cola Consolidated**  
**Lauren C. Steele, 704-557-4551**  
[lauren.steele@ccbcc.com](mailto:lauren.steele@ccbcc.com)