

Coca-Cola Recycle & Win Program to Promote Increased Recycling in Wilmington

February 15, 2016

- **Recycle & Win program kicks off February 15th**
- **\$50 Harris Teeter Gift Cards will be awarded to 270 randomly selected City of Wilmington recycling customers**
- **\$150,000 sustainability investment by Coca-Cola in Wilmington community**

WILMINGTON, N.C.--(BUSINESS WIRE)--Feb. 15, 2016-- Want to make a difference for the environment and have a little fun doing it? Well, that's exactly what can happen when City of Wilmington solid waste customers take part in Coca-Cola Recycle & Win – a unique public/private partnership designed to increase local recycling participation and decrease contamination.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160215005467/en/>

Set to kick off February 15, Coca-Cola Recycle & Win helps the City of Wilmington solid waste office maintain low trash rates, protect the environment, and reward customers with a \$50 Harris Teeter gift card if “caught” recycling the right way.

“Recycling is an important part of our goal to encourage and support environmental responsibility in Wilmington. Increasing the recycling participation rate is one way we intend to build a sustainable community,” Wilmington Mayor Bill Saffo said. “This effort reinforces the City’s support for the County’s public/private partnership bringing a recycling sorting facility to our local area this spring. The City wants to ensure customers are not only recycling, but recycling the proper materials and supporting the local materials recovery facility.”

“Initiatives like the Coca-Cola Recycle & Win program are very important to growing North Carolina’s recycling economy and creating jobs based on the recovery of materials,” said U.S. Congressman David Rouzer. “I’m excited to see this program develop and am grateful for the leadership of Coca-Cola, Harris Teeter, and the City of Wilmington.”

The Coca-Cola Company and Coca-Cola Bottling Company Consolidated have invested over \$150,000 in the Coca-Cola Recycle & Win program, which includes a direct mail educational packet sent to all single family City of Wilmington solid waste customers in Wilmington the week of February 22nd.

The educational packet will contain an official “Give It Back” sticker along with images highlighting which materials SHOULD go in your recycling container. Customers must place the “Give It Back” sticker on one of their recycling containers to be eligible for a chance to win a \$50 Harris Teeter gift card. Additional packets and stickers will be available for pick up at Harris Teeter stores throughout Wilmington.

“Coca-Cola is proud to bring the Coca-Cola Recycle & Win program to Wilmington,” 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 official Recycle Patrol will begin visiting area neighborhoods the month of March in an effort to “catch” households that are recycling properly and will award a total of 270 Harris Teeter \$50 gift cards throughout the six-month program.

“Harris Teeter is proud to support the Coca-Cola Recycle & Win program,” said Danna Robinson, communications manager, Harris Teeter. “This program allows us to strengthen our commitment to sustainability in Wilmington and in all of the communities we serve.”

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!



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Source: Coca-Cola Bottling Company Consolidated

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