

## Minnesota Beverage Association Marks 50<sup>th</sup> Anniversary of Earth Day

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[St. Paul, Minnesota] – The Minnesota Beverage Association celebrates the 50<sup>th</sup> anniversary of Earth Day through continued support for environmentally sustainable solutions and applauds the tireless commitment of sustainability, sanitation and supply chain workers who are showing up to work every day to provide critical services and keep families nourished in the midst of the COVID-19 pandemic.

*“The changes that have occurred to daily life hasn’t slowed our commitment to building a sustainable future, and we continue to press ahead with innovative solutions to reduce the amount of new plastic used to bring our beverages to market,”* said Tim Wilkin, President of the Minnesota Beverage Association. *“As we celebrate Earth Day, we recognize the unwavering contributions of our sustainability, sanitation and supply chain workers who continue to building a circular economy. The members of the Minnesota Beverage Association have contributed thousands of recycling bins to the Minnesota State Fair and other venues around the state to make sure each bottle is put on a path to be remade into another bottle, as intended. Our efforts to reduce the beverage industry’s plastic footprint and protect the environment continues even as our lives are disrupted by the COVID-19 impact.”*

*“On this Earth Day, we recognize and give thanks to our sustainability workforce who are here for our communities and working every day to maintain our outdoor spaces, preserve our natural resources and build a circular economy – especially during this challenging time,”* said Katherine Lugar, president & chief executive of the American Beverage Association. *“America’s beverage companies look forward to continuing to work with all those who share our goal of protecting and preserving the environment for future generations to come.”*

Background:

The beverage industry is a longtime leader in conserving and protecting environmental resources. In addition to improving [water conservation](#) rates and increasing [energy efficiency](#) to reduce greenhouse gas emissions, America’s beverage companies are carefully designing every plastic bottle to be 100% recyclable – including the caps.

As part of the beverage industry’s commitment to protecting the environment and reducing its plastic footprint, The Coca-Cola Company, Keurig Dr Pepper and PepsiCo launched a new initiative last year to get *Every Bottle Back*. The goal is for every bottle to become a new bottle, and not end up in places they don’t belong, namely our lakes, rivers, beaches, and landfills. This unprecedented commitment includes:

- Working with World Wildlife Fund through their *ReSource Plastic* to reduce our plastic footprint.
- Partnering with The Recycling Partnership and Closed Loop Partners to modernize the recycling infrastructure, increase consumer access to recycling and bolster consumer education across the country.
- Increasing awareness about the value of our 100% recyclable plastic bottles.
- Introducing voluntary messaging on packages raising awareness and encouraging recycling of our fully recyclable bottles and caps

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To learn more about how Minnesota's beverage companies are acting on their commitment to conserve resources, visit <http://innovationnaturally.org/>.

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