

**Every
Bottle
Back**

THE *Coca-Cola* COMPANY

Keurig
DrPepper™

PEPSICO

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BEVERAGE

America's Beverage Companies Provide \$115,000 for Fairfax, Virginia Recycling Efforts, Expanding Access to Curbside Carts for over 24,000 Residents

New Curbside Carts Marks First Every Bottle Back Project in Virginia

FOR IMMEDIATE RELEASE

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FAIRFAX, Va. – America's beverage companies announced a new \$115,000 investment to strengthen recycling infrastructure in the City of Fairfax by expanding access to convenient curbside recycling for more than 24,000 residents. Through this effort, approximately 6,800 households will receive new, standardized 64-gallon recycling carts that replace the smaller 18-gallon bins currently in use.

"With these carts, families across the City of Fairfax will have better tools to recycle more, and recycle better," said Suzanne Brooks, president of the Virginia Beverage Association. "By making recycling easier and pairing it with strong community education, we're helping ensure more of our 100-percent-recyclable bottles and cans are collected, remade and kept out of landfills."

To encourage high participation from the start, the initiative also includes a robust community education and outreach campaign to help residents build lasting recycling habits.

Over the next decade, the new carts are projected to help keep nearly 4.7 million pounds of recyclable materials out of landfill and the environment, including more than 182,000 pounds of PET plastic and 60,000 pounds of aluminum.

This project, the first in Virginia, is the latest milestone for Every Bottle Back—an initiative of The Coca-Cola Company, Keurig Dr Pepper and PepsiCo—that [launched in 2019](#). In total, investments across 67 communities are estimated to yield nearly 737 million new pounds of recycled PET and more than 46 million more pounds of recycled aluminum over the next decade.

About American Beverage's Every Bottle Back initiative

The Every Bottle Back initiative is an integrated and comprehensive initiative by The Coca-Cola Company, Keurig Dr Pepper and PepsiCo, alongside sustainability leaders Closed Loop Partners, The Recycling Partnership and World Wildlife Fund, designed to improve plastics circularity. These efforts support individual sustainability commitments undertaken by [The Coca-Cola Company](#), [Keurig Dr Pepper](#) and [PepsiCo](#).

Learn more about Every Bottle Back at www.EveryBottleBack.org.

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To schedule an interview, please contact American Beverage's press office at
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