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**Kentucky Beverage Association Invests \$30K to Launch Powell County Home Recycling Initiative**

*Investment will Equip 500 Homes with Recycling Access*

Powell, Ky.— November 15, 2023— Kentucky Beverage Association (KBA) today announced that the association will invest \$30,000 to bring recycling to 500 homes throughout Powell County. As part of Powell County’s curbside recycling pilot program, the KBA is providing 500 homes with free, 95-gallon large, lidded rolling recycling carts, ensuring affordable and accessible recycling for residents. The recycling bins will be delivered to homes by early 2024 and the County will begin operating its first curbside recycling program.

“The Kentucky Beverage Association is dedicated to encouraging recycling participation in Kentucky, and we are excited to invest in Powell County in a sizable, lasting way,” **said Sara Massey, Kentucky Beverage Association Executive Director.** “By investing in our communities, we are able to ensure that families have the tools to be successful in their recycling efforts without worrying about the cost of making the right choice. I applaud Powell County for their work to bring curbside recycling to their residents.”

“We’re privileged to work with the Kentucky Beverage Association in helping Powell County provide convenient access to recycling for its residents,” **said Kevin Keane, President and CEO of American Beverage.** “This initiative will create an even better environment for the people of Powell County by helping prevent valuable recyclable materials from ending up in public places or landfills. One of our industry’s highest priorities is investing in the infrastructure to get more of our carefully designed, 100% recyclable bottles and cans back so they can be remade as intended. This is especially important in rural communities, and we are thankful to play a part in creating a more sustainable future.”

KBA has invested more than \$1.3M in Kentucky communities since 2021 to deliver on its sustainability goals to protect the environment.

“Thanks to Kentucky Beverage Association’s generous investment, coupled with Powell County’s initiative to enhance recycling access, we are giving our local communities the resources they need to better meet the needs of residents,” **said Senator Brandon Smith, R-Hazard and chair of the Senate Standing Committee on Natural Resources and Energy.** “I’m excited to see the positive effects this partnership will have on protecting the natural beauty of our beloved mountains for our future generations to come.”

“This is a fantastic opportunity for those who choose to recycle. We know that the recycling can have a huge impact on a community and this investment makes it easier to do so,” **said Representative Bill Wesley, R-Ravenna and vice chair of the House Natural Resources & Energy Committee.** “Now, 500 families will have the opportunity to recycle thanks to the Kentucky Beverage Association. We look forward to seeing how the community can build upon this investment to continue expanding our recycling capabilities.”

“Powell County is thrilled to accept the Kentucky Beverage Association’s generous gift that will have a real impact on incentivizing recycling in our community,” **said Tim Snowden, Powell County Recycling**

**and Solid Waste Coordinator.** “We are hard at work to increase recycling in Powell County amongst neighbors and friends, and with these recycling bins, we are able to collectively take a step towards ensuring that recycling is more accessible.”

“We are incredibly thankful for this influential investment in our community,” **said Eddie Barnes, Powell County Judge Executive.** “These new recycling bins are another example of the Kentucky Beverage Association’s intentional, positive impact in communities throughout Kentucky.”

For more information on the Kentucky Beverage Association and its [environmental and sustainability practices](#) please visit [www.kybev.com](http://www.kybev.com).

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**About Kentucky Beverage Association:**

The Kentucky Beverage Association (KBA) is the trade association for Kentucky’s refreshing, non-alcoholic beverage industry, which has served the public and its members since 1917. KBA’s mission is to promote the development, preservation, operation and general welfare of the non-alcoholic beverage industry throughout Kentucky. Learn more about the KBA’s mission, priorities and impact throughout the Commonwealth at [kybev.com](http://kybev.com).