



## **Largest recycling program in PNE's 101-year history**

*Coca-Cola Canada and the Pacific National Exhibition (PNE) encourage visitors to participate in expanded recycling and education program*

Vancouver, BC, August 19, 2011 – Beverage recycling has gotten even easier at BC's most popular ticketed event – the Fair at the PNE! Over sixty thousand daily visitors can now enjoy a cold beverage and then recycle the container in one of the 170 Coca-Cola recycling bins placed around the Fair grounds. This is the largest recycling and education program undertaken by the PNE.

“When we partnered with Coca-Cola Canada to launch this program last year we received significant positive feedback from our guests,” states Michael McDaniel, PNE president and CEO. “It is great to have Coca-Cola Canada's support through increased recycling bins as well as an educational display featured in our popular ‘Green Scene’ area of the Fair. This initiative upholds the PNE's long tradition of supporting initiatives aimed at improving the environment.”

“Sustainability matters to British Columbians and it's great to be working with a partner that takes sustainability as seriously as we do,” states Paul Howden, vice president, Western Canada Sales Unit, Coca-Cola Canada. “We know we can do more working with others than on our own, especially when it comes to sustainability efforts”.

Now entering its 101<sup>st</sup> Fair, the PNE has been an end of summer tradition for generations of British Columbians and visitors from around the world. This year, 170 Coca-Cola **Give it Back** recycling bins will be placed around the park, making it even easier for spectators to recycle their empty beverage containers and learn about the importance of recycling. The Coca-Cola Recycling Educational Vehicle (REV) will be on site from August 20-22 educating and entertaining fans on the value of recycling with contests, videos, music and prizes.

Come out and enjoy this end of summer tradition...and don't forget to recycle!

### **About the Pacific National Exhibition**

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit charity organization dedicated to providing over 3 million visitors a year with first-class cultural, sporting and family entertainment events. Founded in 1910, the PNE operates from a 114-acre site at Hastings Park, a multi-facility venue in Vancouver where the organization operates four activity streams: an annual 17-day Fair, Playland Amusement Park, maintenance and care of the Hastings Park site and management of the site's year-round facilities. These facilities are utilized to celebrate a variety of hockey, amateur sporting, music, community, social, cultural and commercial events throughout the year. For more information visit [www.pne.ca](http://www.pne.ca)

### **About Coca-Cola Canada**

Coca-Cola Canada operates in all ten provinces, employing 6,300 people in more than 50 facilities, including seven production facilities, across Canada. We offer a wide variety of non-alcoholic brands; these beverages include sparkling soft drinks, still waters, juices and fruit beverages, sports drinks, energy drinks, coffees and ready-to-drink teas. We're proud to offer some of the most popular brands in Canada including Coca-Cola®, Diet Coke®, Coke Zero®, Sprite®, Fanta®, Nestea®, PowerAde®, Minute Maid®, Dasani® and vitaminwater®. Coca-Cola in Canada is represented by Coca-Cola Refreshments Canada and Coca-Cola Ltd.

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