



**FOR IMMEDIATE RELEASE**

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**PNE kicks off reusable cup program in partnership with Friendlier and Coca-Cola**

**Vancouver, BC** - The PNE has launched a new reusable cup program in partnership with Friendlier, supported by Coca-Cola. The initiative gives guests an easy way to enjoy Coca-Cola beverages in returnable cups to help reduce single-use waste in the Pacific Coliseum. The program expects to divert up to 50,000 cups from landfill annually.

The reusable Coca-Cola branded cups will be available at select beverage stands throughout the Pacific Coliseum. Guests receive their drink in a reusable cup, enjoy their beverage, then return the cup to Friendlier return bins located in the venue. Returned cups are collected by Friendlier, professionally sanitized, and prepared for reuse.

*“The PNE is proud to be part of this important initiative that reflects our ongoing dedication to reducing our footprint,” says **PNE President and CEO Shelley Frost**. “The collaboration with Friendlier and Coca-Cola on this program directly aligns with our organizational goals and values. Through this partnership the PNE is proud to offer our Pacific Coliseum guests a reusable beverage cup option, something that we know is important not only to our organization but to Vancouverites and British Columbians.”*

This initiative builds on the PNE’s ongoing sustainability efforts, which focus on reducing waste, improving environmental performance, and creating more sustainable guest experiences. The PNE continues to introduce practical programs that support these goals, and the addition of the Friendlier reuse system is a natural next step in advancing its commitment to environmental responsibility across its venues.

“Reuse is an important part of our packaging sustainability journey,” said **Mika Unterman, Director of Sustainability Capabilities and Planning at Coca-Cola Canada**. “We’re excited to work with Friendlier to bring this program to the PNE, allowing visitors to enjoy their favourite beverages while helping reduce packaging waste.”

Coca-Cola continually innovates packaging solutions to deliver products to consumers in a variety of ways and works with industry partners and communities to help reduce packaging waste. Through this program at the PNE, guests can enjoy their favourite Coca-Cola beverages in a format designed to reduce single-use waste while maintaining a familiar experience.

*“We are proud to support the PNE as they introduce a simple and effective reuse system for their guests,” said **Kayli Smith, CEO of Friendlier**. “Reusable cups are an easy way to make a meaningful difference, and it’s exciting to see a venue as iconic as the PNE take this step toward reducing single-use waste.”*

Friendlier provides the reusable cup system, logistics, sanitization, and operational support to keep the cups in active circulation. The company works with entertainment venues, campuses, and foodservice partners to introduce practical reuse solutions that fit easily into existing operations, including partners across British Columbia such as UBC, Langara College, BCIT, Mulgrave School, Save-On-Foods Arena, and others.

More information about the program and how to participate is available at [www.friendlier.com/pne](http://www.friendlier.com/pne).

#### **About PNE**

The PNE is a dynamic non-profit organization that welcomes over 2 million visitors annually through world-class cultural, music, sporting, and family events, along with year-round access to public recreation space. Founded in 1910 and based at Hastings Park in Vancouver, the PNE operates the annual PNE Fair, Playland Amusement Park, park and facility maintenance, and a wide range of events throughout the year. Owned by the City of Vancouver, the PNE reinvests all revenues into park space, community programming, and inclusive educational and entertainment experiences.

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#### **About Friendlier**

Friendlier is a trusted reuse partner for campuses, foodservice operators, and institutions across North America, delivering turnkey reusable packaging systems that simplify the shift away from single-use packaging. Our model combines durable packaging, digital tools that support engagement and environmental impact tracking, and reliable collection and sanitization services that keep reusable containers in active circulation while easing operational demands.

Founded in 2019 by University of Waterloo Chemical Engineering graduates Kayli Smith and Jacqueline Hanton, Friendlier has grown significantly and continues to expand its work with organizations seeking practical ways to reduce single-use waste. Our system integrates smoothly into existing workflows and provides measurable data that helps partners track progress toward their sustainability goals.

Friendlier delivers reusable packaging systems that are accessible, scalable, and designed to integrate easily into everyday operations.

Learn more about Friendlier at [www.friendlier.com](http://www.friendlier.com) or follow along on [Instagram](#) and [LinkedIn](#).

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**About Coca-Cola**

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Fuze, Gold Peak and Ayataka. Our juice, value-added dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide.

Learn more at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#).

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