

## **IRC TO EXPAND RECYCLING OPPORTUNITIES FOR EVENTS & LARGE VENUES IN 2018 WITH HELP FROM PEPSICO**

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INDIANAPOLIS - The Indiana Recycling Coalition (IRC) is setting aggressive goals to increase Hoosiers' access to public space recycling at events and large venues across Indiana in 2018. This year-long Public Space Recycling Campaign is made possible by funding partner, PepsiCo Recycling, and will help drive progress towards PepsiCo Recycling's goal of increasing the national recycling rate for beverage containers.

The primary objective of IRC's 2018 Public Space Recycling Campaign is to expand the impact and services offered by IRC's existing Lend-a-Bin program. The Lend-a-Bin program encourages event organizers to minimize their environmental footprint by renting out recycling and composting bins and accompanying signage. In 2017, the usage of Lend-a-Bins led to the diversion of 12,500K pounds of recyclables and compostables from disposal and gave 200,000 Hoosiers access to public space recycling. In 2018, the IRC set an aggressive goal to double the program's impact through additional resources, marketing, and a newly hired Recycling Recruiter.

IRC Executive Director Allyson Mitchell states, "Our partnership with PepsiCo Recycling enables the IRC to raise the profile of public space recycling and leave a positive impact on event planners and venues, long after the event has ended." Bin rental is free to IRC members, and nonmembers are charged a nominal fee to help offset the cost of program management. Photos documenting the expansion and showcasing the wide array of events that use our bins can will be posted here. Interested event organizers should visit [indianarecycling.org/lend-a-bin](http://indianarecycling.org/lend-a-bin) for more details.

The secondary objective of the IRC's Public Space Recycling Campaign is to formally consult with large venues on the adoption of recycling. IRC hired a consultant to work directly with a handful of high-traffic venues across Indiana to design and implement sustainable public space recycling programs, work with the venue throughout the adoption phase, and monitor and evaluate the impact of respective programs. Through this work, the IRC hopes to divert 25,000 pounds of recyclables - with a focus on beverage containers.

PepsiCo Manager of Environmental Sustainability Tom Mooradian says, "PepsiCo Recycling is thrilled to partner with IRC to empower event hosts across the Hoosier State, enabling our consumers to recycle and increase recycling in the state. This program directly supports PepsiCo's Performance with Purpose agenda and fits seamlessly with our belief that bigger change starts with one bottle, one person and one action. We are proud to be involved."

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ABOUT THE INDIANA RECYCLING COALITION

The [Indiana Recycling Coalition](#) (IRC) is a not-for-profit 501(c)3 organization formed in 1989 to support waste reduction, reuse, composting and recycling activities in Indiana. The IRC's members include state and local governments, business, industry, not-for-profits and individuals. Visit the IRC [website](#) and follow @INRecycling on Twitter.

#### ABOUT PEPSICO RECYCLING

Supporting PepsiCo's Performance with Purpose sustainability vision to protect the planet, the PepsiCo Recycling initiative was introduced on Earth Day 2010. It brings innovative recycling solutions to colleges and universities, K-12 schools, gas stations and popular retail locations across North America with the goal of increasing beverage container recycling rates. With programs including college and university container collections and Recycle Rallies - and the help of many strategic partners, students and community members - PepsiCo is on its way to capturing more recyclables and creating a culture of recycling. To learn more, please visit [www.PepsiCoRecycling.com](http://www.PepsiCoRecycling.com).

#### ABOUT PEPSICO

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2016, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose - our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit [www.pepsico.com](http://www.pepsico.com).