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Keep America Beautiful, Coca-Cola Foundation Award Winthrop Recycling Bins

Winthrop University

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Keep America Beautiful, Coca-Cola Foundation Award Winthrop Recycling Bins

Quick Facts

- Winthrop University received 400 recycling bins designed specifically for placement in private offices as part of a national recycling bin grant program.



Chris Johnson '99

ROCK HILL, SOUTH CAROLINA — Winthrop University received 400 recycling bins designed specifically for placement in private offices as part of a national recycling bin grant program made possible by **Keep America Beautiful (KAB)** and **The Coca-Cola Foundation**.

In its 9th year, the Coca-Cola/KAB Recycling Bin Grant Program is providing nearly 4,500 recycling bins to colleges and universities, nonprofits and local governments, with more than 65 percent of the total designed specifically for permanent, ongoing use in heavily-trafficked public spaces and events.

"Providing the multi-recycler to each office will ensure that all faculty and staff at Winthrop can actively engage and influence student behavioral patterns while he or she is developing lifelong habits," said **Chris Johnson '99, sustainability coordinator**. "Doing so will emphasize the need for them to demand accessible and convenient recycling wherever they live, work, and play."

"Through this program and our more than 50-year partnership with Keep America Beautiful, we are helping to ensure that communities understand the importance of recycling," said Lori George Billingsley, vice president, community relations, Coca-Cola North America. "Community recycling not only impacts the environment today, but it helps build sustainable communities for the future."

"By providing recycling bins to communities, organizations and universities, we can make a difference in increasing recycling in the U.S. and help overcome a main barrier of recycling – convenience," said Brenda Pulley, senior vice president, recycling, Keep America Beautiful. "We are truly grateful for Coca-Cola's continued support and commitment to recycling, and the Recycling Bin Grant Program."

The Coca-Cola/KAB Recycling Bin Grant Program awards recycling bins directly to recipients and leverages volume buying discounts. Recipients were chosen by Keep America Beautiful based on criteria including the extent of their need, recycling experience and their ability to sustain the program in the future. Since 2007, the program has placed more than 35,000 recycling bins in over 500 communities across the U.S.

A full list of the spring 2014 Recycling Bin Grant recipients and further information about the grant program is available at <http://bingrant.org>.

For more information on Winthrop's green efforts, [visit the sustainability website](#). Faculty and staff who are interested in receiving a recycling bin can e-mail Johnson at johnsonc@winthrop.edu.

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