



Association of California Recycling Industries

FOR IMMEDIATE RELEASE

California Recycling Leaders Lend Support to *Every Bottle Back* Initiative

Statewide Association Urges Access to Recycling Infrastructure and High-Quality Materials

San Gabriel, Calif., March 11, 2021 – Today the Association of California Recycling Industries (ACRI) sent a letter of support to the American Beverage Association in support of its *Every Bottle Back* initiative. The initiative works to ensure recycling is available to all communities across the nation and urges the use of high-quality recyclable material that will have an end market and spur higher recycling rates.

“We appreciate the effort the *Every Bottle Back* initiative makes to ensure recycling is accessible through investments in recycling infrastructure and education,” stated Adam Holt, ACRI President. “The public may not know that for an item to be truly “recyclable” it must have an ultimate market for re-use. The materials used to make beverage containers is critical to them ultimately being recyclable. The content requirements in the *Every Bottle Back* initiative ensure the use of high quality recyclable material that will have an end market and will keep plastic bottles out of our landfills.”

ACRI is a nonprofit trade association representing the interests of independent recyclers throughout California. ACRI is committed to promoting free market principles and ethical practices, fostering awareness of recycling issues, and leading the development of recycling policy. ACRI members are responsible for processing over 50% of California’s CRV materials and diverting plastic, paper and metal commodities from California’s landfills.

For more information about ACRI or to learn more about becoming a member, please email Melinda Andrade at melinda@toddpriest.com.

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About the Association of California Recycling Industries: The Association of California Recycling Industries (ACRI), a nonprofit trade association representing the interests of independent recyclers throughout California, is committed to promoting free market principles and ethical practices, fostering awareness of recycling issues, and leading the development of recycling policy. For more information about the Association of California Recycling Industries please visit: www.acrinow.org.

Press Contact: Melinda Andrade
Todd Priest and Associates
(949) 378-8174
melinda@toddpriest.com