



Niagara Cares Teams Up with Keep America Beautiful and The Recycling Partnership to Celebrate Earth Day

The Organizations to Promote Recycling Education and Infrastructure

Diamond Bar, Calif. (April 22, 2024) – Niagara Cares, the philanthropy of [Niagara Bottling, LLC](#), the family-run beverage company that has hydrated America since 1963, announces two partnerships to increase recycling in honor of Earth Day. The company is teaming up with [Keep America Beautiful](#)[®], a national non-profit organization inspiring action for cleaner, greener communities, envisioning a country where every community thrives, and [The Recycling Partnership](#), a purpose-driven organization committed to advancing a circular economy by building a better recycling system. Together, they aim to educate consumers about the importance of recycling and work with local agencies to improve the collection of recyclables.

“This Earth Day, we’re doubling down on our commitment to recycling literacy and infrastructure,” said Ann Canela, Director of Niagara Cares. “Recycling leads to a circular economy, which has huge positive impacts for the environment we all share. With Keep America Beautiful and The Recycling Partnership, we’ll unite forces and bring together resources to empower individuals and communities in Texas, equipping them with the appropriate knowledge and tools needed to adopt sustainable recycling habits.”

Starting with communities in Texas, Niagara Cares and Keep America Beautiful will develop a best in-class recycling literacy campaign to boost recyclable material collection, reaching nearly 1 million residents. The two organizations will bring in local volunteers to play a pivotal role in the project, all striving toward enhancing consumer trust in recycling's capacity to reduce waste, increasing the supply of post-consumer recyclables and conserving natural resources. These efforts will create a platform that can be replicated and expanded into other markets benefiting the larger economy and environment.

“Recycling is a key component of creating a cleaner, greener, and more beautiful America for everyone,” said Jennifer Lawson, President and CEO of Keep America Beautiful. “We’re pleased to be partnering with Niagara Cares on this data-driven initiative to develop strategies to increase recycling rates in Texas and in communities across the nation.”

Similar to Keep America Beautiful, Niagara and The Recycling Partnership are coming together to support further recycling initiatives in Texas, which will focus on deploying holistic recycling solutions at scale throughout the state by partnering with local governments. Through equipment investments and technical assistance, the organizations will focus on improving recycling infrastructure and performance and will measure household access, participation and processing capacity. These efforts will be supported on the ground by The Recycling Partnership's PET Recycling Coalition and will enhance recycling access for 50,000 households in Texas, reaching over 100,000 people.

"From our work in communities in Texas and across the U.S., we know that eight out of 10 people believe in recycling's positive impact, but today, nearly 40% of Texans lack the ability to recycle where they live," said Chris Wirth, Vice President of Market Development at The Recycling Partnership. "Targeted investments such as these combined with effective policy at the state and national levels can increase the Lone Star State's current 17% recycling rate by nearly 300%."

As a result of these partnerships, residents will see a range of community workshops, educational campaigns and infrastructure improvements to facilitate recycling access, engagement and convenience. Through these collaborative efforts, Niagara Cares, Keep America Beautiful and The Recycling Partnership aim to inspire lasting change and foster a culture of sustainability throughout Texas, expanding nationwide.

"Our goal at Niagara Cares is to create enduring, meaningful improvement in our communities," Canela added. "We believe these improvements to recycling will help make lasting change for the thing that will outlive us all - the planet."

Niagara Cares is the heart of what we do and who we are at Niagara Bottling. For more than 60 years, we have been making a difference for our Team Members, consumers and communities through philanthropic giving, volunteering, water donations and disaster relief. As a family-owned business, we are committed to creating meaningful change for our communities through a spirit of giving back both big and small. For more information, visit niagarawater.com/niagara-cares.

Niagara Bottling, LLC has been family owned and operated since 1963. Headquartered in Diamond Bar, Calif., Niagara operates bottling facilities throughout the U.S. and Mexico. As a leading U.S. beverage manufacturer, Niagara Bottling works closely with some of the largest retailers, grocers, club and convenience stores throughout the country. Niagara produces a variety of beverages including bottled water, sparkling, vitamin and flavored water, teas, sports drinks, ready-to-drink coffee, protein drinks and non-dairy milk products. For more information, visit www.niagarawater.com.

About Keep America Beautiful®

Keep America Beautiful®, the nation's leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful® strives to End Littering, Improve Recycling, and Beautify America's Communities. We believe everyone has a right to live in a clean, green, and beautiful community, and shares a responsibility to contribute to that vision. The organization is driven by the work and passion of 700 Keep America Beautiful® affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#), [Linkedin](#), and [YouTube](#). [Donate](#) and take action at kab.org.

About The Recycling Partnership

At The Recycling Partnership, we are solving for circularity. As a mission-driven NGO, we are committed to advancing a circular economy by building a better recycling system. We mobilize people, data, and solutions across the value chain to reduce waste and our impact on the environment while also unlocking economic benefits. We work on the ground with thousands of communities to transform underperforming recycling programs; we partner with companies to achieve packaging circularity, increase access to recycled materials, and meet sustainability commitments; and we work with government to develop policy solutions to address the systemic needs of our residential recycling system and advance a circular economy. We foster public-private partnerships and drive positive change at every step of the recycling and circularity process. Since 2014, we have diverted 1 billion pounds of new recyclables from landfills, avoided more than 1 million metric tons of greenhouse gases, and driven significant reductions in targeted contamination rates. Learn more at recyclingpartnership.org.

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