

# Getting Every Bottle Back in Fort Collins, Colorado

America's beverage companies — The Coca-Cola Company, Keurig Dr Pepper and PepsiCo — are working together to ensure our valuable plastic bottles and aluminum cans are collected, so they can be remade into new products.

Through our **Every Bottle Back** initiative, we're working with Closed Loop Partners and The Recycling Partnership in communities across the country to leverage the equivalent of nearly half-a-billion dollars to improve recycling infrastructure, access and education.

## Our Investment in Action

### → Increasing Recycling Capacity

We're helping provide 35,000 households with new large-capacity recycling carts to increase access and capacity.

### → Improved Community Access

The introduction of standardized recycling carts and community education efforts provided residents with the tools and information they needed to recycle properly and increased the amount of materials being recycled and remade.

**\$664K**  
to improve recycling

Keeping an estimated

**1.3M**

pounds of PET plastic  
out of landfills or the  
environment

Keeping an estimated

**400K**

pounds of aluminum  
out of landfills or the  
environment