Coca-Cola Southwest Beverages Teams Up With Keep Texas Beautiful to Educate Texans About Recycling During Statewide “Weekend Without Waste”

Recycling teams to be at major sports events in San Antonio, Dallas, Houston and McAllen, reaching hundreds of thousands of Texans

Dallas, Texas (October 2, 2018) This fall, Coca-Cola Southwest Beverages (CCSWB) and Keep Texas Beautiful are calling on Texans to live a “Weekend Without Waste.” From traditional recycling bin collection to recycling teams to machines that reward recycling, events are being held statewide during the weekend of October 5 to educate as many Texans as possible on what, how and where to recycle.

The “Weekend Without Waste” is part of The Coca-Cola Company’s “World Without Waste” initiative, an industry-first goal to collect and recycle the equivalent of every bottle or can it sells globally by 2030. The Coca-Cola Company is tackling the ambitious goal through a renewed focus on the entire packaging lifecycle – from how bottles and cans are designed and made, to how they’re recycled and repurposed.

"Public recycling events like the 'Weekend without Waste' are a first step towards achieving our goal of a World Without Waste," said Debbie Moody, VP-Public Affairs & Communications, Coca-Cola Southwest Beverages. "Overall, recycling rates in the US have more than doubled since 1990, but there is room for improvement. Through education and hands-on collection efforts, we can ensure that more of the material will be recycled rather than end up in landfills."

"Keep Texas Beautiful is proud to be a long-time partner of Coca-Cola and is excited to support its World Without Waste effort. We’re looking forward to seeing the impact of this important recycling program across the state!" said Suzanne Kho, Executive Director of Keep Texas Beautiful.

The “Weekend without Waste” will take place the weekend of October 5, 2018, when many of the Lone Star State’s high school, college and professional sports teams are in action. Over a three-day period, recycling teams will be roaming stadium stands and parking lots with signs and recycling bins to remind Texans to recycle their bottles and cans when they’re finished. Recycling teams will be stationed at major events in San Antonio, Dallas, Houston and Edinburg, reaching hundreds of thousands of Texans in the process. 2018 partners of the “Weekend Without Waste” include the Houston Texans, San Antonio Spurs, San Antonio ISD, EarthX, Keep Houston Beautiful, OU Club of Dallas, UTRGV HESTEC, Dallas Texas Exes and Waste Management of Texas.

Coca-Cola Recycle & Give Machines Introduced at State Fair of Texas: In addition to recycling at major events throughout the state, Texans can recycle for a good cause with Coca-Cola Recycle & Give machines, the first time the machines have ever been used in Texas. These one-of-a-kind reverse vending machines will enable Fairgoers to donate to Texas Exes and OU Club of Dallas student scholarship funds for every bottle and can recycled. The Recycle & Give machines will be located near Gate G at the Cotton Bowl, in Nimitz Circle, throughout the Weekend Without Waste.

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The 2018 “Weekend Without Waste” events include:

- **Friday, Oct. 5 – Sunday, Oct. 7**
  - in **Dallas at the State Fair of Texas**, Coca-Cola Recycle & Give machines will be set up outside the Cotton Bowl near Gate G to collect bottles and cans

- **Friday, Oct. 5**
  - in **San Antonio at Alamo Stadium** recycling teams will be at the Jefferson High School vs Burbank High School game

- **Saturday, Oct. 6**
  - in **Dallas at the State Fair of Texas**, recycling teams will be collecting bottles and cans at the Texas Exes tailgate party
  - in **Edinburg**, volunteers will be recycling for more than 15,000 attendees of the **UTRGV HESTEC Community Day**

- **Sunday, Oct. 7**
  - in **Houston prior to the Houston Texans/Dallas Cowboys game**, volunteers from Keep Houston Beautiful will be in the Yellow Lot outside NRG Stadium, recycling for more than 10,000 tailgaters
  - in **San Antonio**, recycling teams will be hosting a Zero Waste Zone for fans during the **San Antonio Spurs/Houston Rockets game**, working to collect every bottle and can in one section of AT&T Center

**ABOUT COCA-COLA SOUTHWEST BEVERAGES**
Dallas-based Coca-Cola Southwest Beverages (CCSWB), a company of Arca Continental, is one of the largest Coca-Cola bottlers in the United States. CCSWB produces, markets and distributes Coca-Cola brands throughout Texas and parts of New Mexico, Oklahoma and Arkansas. The company employs more than 8,900 associates who operate 10 production plants and 40 distribution facilities, serving more than 31 million consumers. Headquartered in Monterrey, Mexico, Arca Continental is one of the largest Coca-Cola bottlers in the world with an outstanding history spanning more than 91 years. Within its Coca-Cola franchise, Arca Continental serves a population of more than 118 million in the northern and western parts of Mexico as well as the northern region of Argentina, Ecuador, Peru and the Southwestern U.S. Arca Continental also produces and markets snacks under the brand names Wise in the U.S., Bokados in Mexico and Inalecsa in Ecuador. For more information about the companies, please visit [www.cocacolaswb.com](http://www.cocacolaswb.com) and [www.arcacontal.com](http://www.arcacontal.com).

**ABOUT KEEP TEXAS BEAUTIFUL**
Keep Texas Beautiful is a network of dedicated Texans working together to make our state the best place to live, work and play. We equip local partners and affiliates with the tools they need to build vibrant, engaged communities. Founded in 1967, Keep Texas Beautiful has over 50 years of experience deploying resources for local clean-up, recycling and youth engagement efforts. Everything we do is focused on mobilizing volunteers to take action across the state. As a 501(c)3 nonprofit, we lead nearly 300 affiliates and reach 19 million Texans annually. We are proudly based in Austin, Texas. For more information, visit [www.ktb.org](http://www.ktb.org), follow us on Facebook, Twitter and Instagram @keeptxbbeautiful.

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