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### **Keep America Beautiful and Coca-Cola Announce 2014 Grant Program to Continue Support for Recycling**

**STAMFORD, Conn. (Jan. 27, 2014)** — Keep America Beautiful (KAB) and The Coca-Cola Foundation today announced a call for applications for the 2014 Coca-Cola/KAB Recycling Bin Grant Program, a program designed to expand and support recycling in communities across America. The Coca-Cola/KAB Recycling Bin Grant Program is funded through a \$350,000 grant from The Coca-Cola Foundation, the philanthropic arm of The Coca-Cola Company.

Since 2010, more than 34,000 recycling bins have been distributed through the Coca-Cola/KAB Recycling Bin Grant Program. In the past six years, 4.4 million people have been reached through this program with 450 organizations receiving grants.

This year, Coca-Cola has expanded its investment in the bin grant program to include a specific focus on two-year community colleges. Additionally, the bin grant program will also include four-year colleges and universities, as well as the traditional public space recycling bin grants. The program is expected to award over 4,500 bins and result in a projected 1.6 million pounds of recyclable materials collected during their first year in use.

“Providing much-needed public space recycling infrastructure is an important national initiative for our organization and a key component to increasing the nation’s recycling rates,” said Brenda Pulley, senior vice president, recycling, Keep America Beautiful. “We are truly grateful to Coca-Cola for its continued support in providing more local organizations with such significant number of recycling bins.”

“Through this partnership with Keep America Beautiful, we help to increase recycling rates and recover our packaging for future use,” said Lori George Billingsley, vice president, community relations, Coca-Cola North America. “This collaborative effort not only helps the environment today, it also builds more sustainable communities for the future.

Grant applications will be available online through March 3, 2014. All interested parties can visit <http://bingrant.org> to apply.

Eligible recipients for the public space grant include government agencies, civic organizations, schools and nonprofit groups. All colleges and universities will be eligible for the college-specific grant. Successful applicants will be notified by Keep America Beautiful in April 2014 to offer guidance, confirm their needs and solidify bin selection. Suppliers will deliver bins directly to the recipients throughout the summer.

#### **About Keep America Beautiful**

Keep America Beautiful is the nation’s leading nonprofit that brings people together to build and sustain vibrant communities. With a network of more than 1,200 affiliate and participating organizations including state recycling organizations, we work with millions of volunteers to take action in their communities. Keep America Beautiful

offers solutions that create clean, beautiful public places, reduce waste and increase recycling, generate positive impact on local economies and inspire generations of environmental stewards. Through our programs and public-private partnerships, we engage individuals to take greater responsibility for improving their community's environment. For more information, visit [www.kab.org](http://www.kab.org)

**About The Coca-Cola Foundation**

Since its inception, The Coca-Cola Foundation has awarded more than \$500 million to support global sustainable community initiatives, including water stewardship, community recycling, active healthy living, and education. For more information about The Coca-Cola Foundation, please go to <http://www.coca-colacompany.com/stories/the-coca-cola-foundation>.

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