



OUR 100% RECYCLABLE BOTTLES ARE MADE TO BE REMADE. AND WE WANT EVERY BOTTLE BACK.

The Coca-Cola Company, Keurig Dr Pepper and PepsiCo are working together to reduce our industry's plastic footprint through our new *Every Bottle Back initiative*. We're using less new plastic and investing in efforts to get our bottles back so we can remake them into new ones.

OUR INVESTMENT IN BROKEN ARROW, OKLAHOMA

As part of this sustained initiative, we will invest in the city of Broken Arrow to launch a curbside recycling program that will increase the collection, recycling and processing of recyclable material in the city. Additionally, we are partnering with environmental and sustainability leaders to help educate consumers on how to recycle better and decrease recycling contamination.

INVESTING \$390,500 TO LAUNCH A NEW RECYCLING PROGRAM

We're making investments to launch a new curbside recycling program. Currently, Broken Arrow residents do not have curbside recycling, which means valuable recyclables, such as 100% recyclable plastic bottles, are being landfilled.



EXPANDING CURBSIDE RECYCLING ACCESS TO MORE THAN 35,000 HOUSEHOLDS

We're making recycling accessible and convenient by providing 35,000 households with curbside carts.



ENGAGING WITH RESIDENTS TO INCREASE RECYCLING

We're teaming up with The Recycling Partnership to educate residents on how to recycle and cut down on contamination of recyclable materials by door-to-door outreach and best-in-class educational materials.



INCREASING RECYCLABLE MATERIALS COLLECTED IN BROKEN ARROW

The city's new curbside recycling project is estimated to collect 124 million pounds of recyclable materials over 10 years, of which 2.1 million pounds will be aluminum and 5.8 million pounds will be polyethylene terephthalate (PET), both of which are used to make 100% recyclable cans and bottles.