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Bethesda Green and American Beverage Association Launch Ambitious Recycling Program

Bethesda Recycles project replaces old recycling bins throughout Bethesda with new ones.

FOR IMMEDIATE RELEASE

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BETHESDA, MD — Today, on Global Recycling Day, Bethesda Green announced it has received a vital grant of \$25,000 from the American Beverage Foundation for a Healthy America (ABFHA) and the Maryland-Delaware-D.C. Beverage Association, to support local environmental programs that contribute to a balanced and healthy Bethesda community. The funds will be used directly for the Bethesda Recycles program to increase recycling in the Bethesda Downtown District, raise awareness and engage Bethesda residents to promote recycling and sustainability.

Adam M. Roberts, Executive Director of Bethesda Green, hailed the project and the partnership: “Bethesda Green’s dynamic community programs are focused on informing residents and inspiring action toward sustainable and innovative solutions for a variety of environmental problems. Ensuring local availability of free, accessible recycling opportunities is an important way to encourage Bethesda residents to recycle more and litter less. It’s a win-win for the environment and the community.”

Ellen Valentino, Maryland-Delaware-D.C. Beverage Association’s Executive Vice President, said, “The Bethesda Recycles program symbolizes our mission for a healthier and greener lifestyle for the community. The installation of the bins will enable Bethesda residents to have easier access to dispose their waste in the most sustainable way. America’s beverage companies have a long history of working to strengthen the communities where our consumers and members work and live. From working to reduce sugar from beverages in the American diet, driving sustainable solutions to preserve the environment and protecting consumer choice, when we work together, we can have a great impact on communities across the country.”

The installation of the bins will begin in Spring 2019. The Bethesda Recycles project was implemented in 2010 as a one-year pilot with funding received from Coke, Honest Tea, Federal Realty Investment Trust (FRIT) and individual sponsors. Bethesda Urban Partnership (BUP) implemented the project with two bin styles: Victor Stanley and Big Belly. Victor Stanley bins are incorporated into the current streetscape standards and will be the bin of choice for the new installations.

About Bethesda Green

Bethesda Green, co-founded by Seth Goldman and Councilmember Leventhal in 2007, obtained its 501(c)(3) status in 2008. Located in the Capital One Bank Branch on Cordell Ave., the organization oversees the Be Green Hub incubator program to nurture green and social

impact start-up businesses host the ‘Be Impact’ initiative, to help businesses become B Corp certified, and engage the local community the Be Community program.

For additional information about Bethesda Green’s Community programs, visit <https://bethesdagreen.org/> or contact Adam Roberts, Executive Director, at adam@bethesdagreen.org.

About the American Beverage Foundation for a Healthy America

The American Beverage Foundation for a Healthy America seeks to make a significant contribution to the health of local communities by providing grants to support charitable programs at community organizations that work to advance both the physical health of their local citizens and the environmental health of their communities. For more information please visit <http://www.beveragefoundation.org> and www.balanceus.org.

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Members of Bethesda Green and representatives of the Maryland-Delaware-D.C. Beverage Association celebrate the American Beverage Foundation for a Healthy America Grant in a group photo.

(Photo: Bethesda Green)

From left to right: Councilman Andrew Friedson with Bethesda Green’s Executive Director Adam M. Roberts, Maryland-Delaware-D.C. Beverage Association’s Executive Vice President Ellen Valentino, Coca-Cola Bottling Co. Consolidated Government Relations Director Eric Johnston, PepsiCo Government Affairs Senior Manager Deriece Pate Bennett, and Bethesda Green Board of Directors: Jane Brooks Horn, James Martinko and Stu Dalheim.