



Tuesday, July 9, 2009

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# Press Release

FOR IMMEDIATE RELEASE

## **Rogers Bayfest is Going Green with the help of Molson**

Molson is helping Rogers Bayfest in its new initiative of becoming a zero waste festival within the next five years by reducing the waste produced by 20 per cent each year.

“With this new initiative we hope to make people in our community more aware of the importance of protecting our environment, and with the help of Molson we will reach this year’s goal,” says Michele Stokley, Executive Director of Bayfest.

The majority of waste that is created during Bayfest each year is empty beer cups that are non-recyclable. This year that will change as Molson has made its N° 1 recyclable polyethylene (PET) plastic cups available. Festival goers will be able to dispose of their cups after use in containers provided by Bayfest. The cups are then taken to the municipal recycling facility for sorting and then recycled to be used for various items.

“This year will be the first-year these cups have been made available,” says Stokley.

The donation of recyclable cups at Bayfest follows in the wake of the elimination of all disposable plastic and Styrofoam containers, such as coffee cups, in offices and breweries across the country.

“As an industry leader, it’s important that we set an example to reduce our environmental footprint,” says Mike Butts, Sales Manager Southwestern Ontario, Molson. “We’re very proud to partner with Bayfest and confident our consumers will play their part by disposing their used cups in the recycling containers provided by Bayfest.