

PRESS RELEASE



Every Can Counts was at the Tour of Flanders and will be present at the Amstel Gold Race to support can recycling together with cyclists from the elite Trek-Drops team

4 April 2018 – The cross-European drinks can recycling awareness programme Every Can Counts is inviting cycling fans to join in the 'Recycle Race' activity and make Every Can Count whilst cheering on elite cyclists from Trek-Drops team at the next major cycling race: the Amstel Gold Race on 13 April in Valkenburg, the Netherlands.

Last Sunday the Every Can Counts team welcomed and engaged with hundreds of visitors at its booth located right after the finish line of the Tour of Flanders in Oudenaarde, Belgium. Spectators could combine their cycling and recycling skills in 'The Recycle Race', an interactive game using pedal power to move drinks cans around a recycling loop track. Participants can race against family and friends, with the opportunity to win prizes including classy Every Can Counts / Trek-Drops caps, Trek-Drops official cycling jerseys signed by the team and a seat in the team car during the Liège-Bastogne-Liège race foreseen on 22 April!

The game promotes the message that the drinks can you recycle today could be recycled into a new can or even a new racing bike - and that metals such as aluminium and steel are endlessly recyclable.

Every Can Counts is a lead sponsor of the elite female cycling team, Trek-Drops Cycling. The aim of the partnership is to deliver the recycling message to a new audience and to encourage people to recycle drinks cans when they are 'on the go' outside the home.



Initiated by metal and can manufacturers, the programme was launched in the UK in 2009 and is now active in 12 European countries. Whether it is made of aluminium or steel, the beverage can is infinitely recyclable and its physical properties remain unchanged no matter how many times it is recycled. Today more than 7 cans out of 10 are recycled in Europe and this number is steadily increasing every year thanks to behaviour change campaigns like Every Can Counts which encourage European citizens to recycle their beverage cans wherever they are!

For more information:

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