

## Every Can Counts Benelux gains momentum at the Gent-Wevelgem Flanders classic cycling race and calls upon the public to recycle every single beverage can!

**3 April 2019 – The cross-European drink can recycling initiative Every Can Counts were present last Sunday at the arrival of the Gent-Wevelgem cycling race to engage with supporters and collect every beverage can consumed in the fan zone.**

Located at the very heart of the fan zone, the Every Can Counts Benelux team welcomed hundreds of visitors to its colourful stand. Cycling fans were invited to play the unique and fun Virtual Reality game where the player has to sort and recycle as many used beverage cans in two minutes as possible. At the end of the day the best recycler and top scorer was granted a gorgeous Ricicletta aluminium bike made from 800 recycled beverage cans. The bike was handed over to the winner on the main stage right after the presentation of the men's trophy while our Every Can Counts video was broadcast on the large screen in front of thousands of cheering (re)cycling fans.

The organisers had arranged for a 'nearly' plastics free event with Coca-Cola only selling infinitely recyclable aluminium drink cans within the fan zone. Due to the efforts of the dedicated Every Can Counts staff all used cans were collected for recycling via the Belgian blue 'PMD' bag and our green recycling bins, contributing to a more sustainable event.

Every Can Counts is a lead sponsor of the elite female cycling team Drops Cycling. The aim of the partnership is to deliver the recycling message to a new audience and to encourage people to recycle drink 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 15 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 seven out of ten drink cans are recycled in Europe and this number is steadily increasing every year thanks to behaviour change campaigns like Every Can Counts. Help us recycle every can!

For more information:

Contact: [vanheuveerswyn@european-aluminium.eu](mailto:vanheuveerswyn@european-aluminium.eu) / Tel: +32 2 775 63 44 / Mobile: +32 476 64 11 47

Facebook: [www.facebook.com/Every-Can-Counts-Benelux](https://www.facebook.com/Every-Can-Counts-Benelux)

Website: [www.everycancounts.eu](http://www.everycancounts.eu)