

# Coca-Cola sponsors Olympic bins

By [Gemma Taylor, creamglobal.com](https://www.creamglobal.com)

29 Jun 2010

LONDON, UK: Coca-Cola is placing 260 new recycling bins in locations around the centre of London in preparation for the 2012 Olympic Games.



It is hoped that the Coca-Cola branded bins will encourage people to recycle the 11 000 tons of waste that is produced in the capital every day, before, during and after the Games.

"As the longest continuous sponsor of the Olympic Games we want to help make London 2012 a truly sustainable event. Encouraging consumers to recycle is a vital part of this, but it's not just something we should do for four weeks during the Games," said citizenship manager at Coca-Cola Great Britain Liz Lowe. "We want to use the power of the Olympic Games to inspire consumers to help make London more sustainable in the run up to 2012 and long after."

Working in partnership with WRAP, an organisation that promotes recycling, Coca-Cola has already established 44 Recycle Zones in shopping centres, theme parks, transport hubs and universities across the country, and has plans to almost double this number by the time the Games commence in 2012.

Westminster City Council's cabinet member for city management, Danny Chalkley said, "Coca-Cola has demonstrated how a responsible producer can play a part in helping the environment."

A survey carried out by Coca-Cola found that 97 of Londoners thought that recycling was hampered by a lack of facilities.

For more, visit: <https://www.bizcommunity.com>