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For Immediate Release

OBRC Welcomes New Vice President of External Affairs

Clackamas, Ore. – The Oregon Beverage Recycling Cooperative is proud to announce the appointment of Devon Morales as its new vice president of external affairs. In this role, Morales will lead OBRC’s efforts in government relations, public affairs and stakeholder engagement to further the organization’s mission as the industry steward of Oregon’s iconic Bottle Bill.

“We are thrilled to welcome Devon Morales to the OBRC team,” said John Andersen, CEO of OBRC. “Her extensive experience in government relations and stakeholder engagement will contribute strongly to OBRC’s work across Oregon, helping our container redemption system continue to lead the nation.”

Morales comes to OBRC with a decade of experience working on legal, public policy, and public affairs issues in the beverage industry. Most recently she served as vice president at Crosswater Strategies, an Oregon-based government relations firm. Prior to that she spent five years at the Oregon Liquor and Cannabis Commission (OLCC), where she served as an alcohol law and policy expert. Before OLCC, Morales worked with Ransom Wine Co. & Distillery, Nike, and the Oregon Department of Justice. She has a law degree from the Northwest School of Law at Lewis & Clark, where she earned a certificate in natural resources law.

“OBRC has been responsible for the success of Oregon’s Bottle Bill for more than a decade. As an institution, OBRC has demonstrated its commitment to consumer convenience and sustainability.” Morales said. “This role provides a unique opportunity to pursue my personal and professional passion for working with the beverage industry toward outcomes that effectively balance the needs of business, people, and the environment. I am delighted and honored to take on this new role.”

Morales will officially begin her role with OBRC on April 25, 2024.

About the Oregon Beverage Recycling Cooperative

The Oregon Beverage Recycling Cooperative is the industry steward of Oregon’s nationally recognized beverage container redemption system and the operator of the BottleDrop network. On behalf of the beverage industry, OBRC helps Oregonians easily redeem and recycle over 2 billion containers every year, dramatically reducing litter in Oregon’s special places and boosting the state’s recycling outcomes. To learn more, visit BottleDrop.com or OBRC.com.