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For Immediate Release

BottleDrop Community Raised \$40,000 to Support Wildfire Relief Efforts

The OBRC Emergency Fund received donations from across the state during September to support four nonprofits that provide wildfire relief.

CLACKAMAS, Ore. – The Oregon Beverage Recycling Cooperative (OBRC), operator of the BottleDrop network, announced today it raised \$40,000 through its Emergency Fund to aid wildfire relief efforts. BottleDrop customers raised \$17,422, and OBRC matched all donations through Sept. 30, 2024, plus contributing additional funds to round out the total amount.

A striking 116,832 containers were donated in person at BottleDrop Redemption Centers, and 186 BottleDrop customers donated online through their Green Bag accounts.

This year, nearly 2 million acres burned across Oregon, more than any other year on record, particularly impacting Oregon farmland. The funds raised through BottleDrop went to support four nonprofits that are providing direct assistance to those impacted by the wildfires: Oregon Cattlemen’s Association, Oregon Farm Bureau, Oregon State University Foundation, and the Oregon Chapter of the Wildland Firefighter Foundation. The four nonprofits will each receive \$10,000.

“We selected these nonprofits because we wanted to shine a light on the importance of agriculture and livestock as they are critical, but often-overlooked parts of wildfire stories,” said Devon Morales, OBRC vice president of external affairs. “BottleDrop customers are incredibly generous, and we are proud of the Oregonians who came together to help those in need by leveraging the power of bottles and cans to raise funds for wildfire relief efforts.”

The donations raised through the Emergency Fund will help support ranching and farming families affected by the wildfires. According to the Oregon Cattlemen’s Association, each \$10 donation will feed five cows for one day.

“We are awestruck and humbled by the generosity of those Oregonians participating in this program and OBRC for matching each donation received,” said Matt McElligott, president of Oregon Cattlemen’s Association. “With sincere appreciation, we thank every one of you who has so graciously and selflessly donated to help your fellow Oregonians in a time of such great need.”

Photos and other visual assets

B-roll and visual assets are available [here](#).

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 conveniently redeem and recycle more than 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.

About the OBRC Emergency Fund

Launched in 2020, this fund is used to help support communities and neighbors during times of urgent need. The OBRC Emergency Fund was first used shortly after COVID-19 was declared a pandemic, when many individuals and families were experiencing food insecurity. Collectively, BottleDrop customers donated 2 million beverage containers with a refund value of \$200,000 for Oregon Food Bank. Since then, the fund has been engaged to raise money for other important causes, such as supporting wildfire relief efforts, funding warming and cooling shelters during extreme weather, and supporting humanitarian relief services being provided to Ukrainians through the Portland-based nonprofit Mercy Corps.