



April 15, 2025

OBRC's 5th Annual Earth Week Give Campaign Runs April 15 - 26

Participating nonprofits can earn an extra 20% on funds raised through BottleDrop

CLACKAMAS, Ore. – The Oregon Beverage Recycling Cooperative (OBRC), which operates the BottleDrop network, launched its [5th Annual Earth Week Give](#) campaign today. During this special event, more than 1,000 [participating nonprofits](#) can earn a 20% match on all funds raised through beverage container redemptions with BottleDrop and also have the opportunity to participate in a social media contest with prizes. The event runs April 15 through April 26.

“We are proud to host Earth Week Give in celebration of Earth Day for the fifth year running,” said Jason Jordan, President of OBRC. “Each year, we are impressed by the growing level of participation in the event and the resulting impacts delivered by neighbors and communities working together to support nonprofits across the state, one dime--and recycled container-- at a time. We are delighted to give them an extra boost while celebrating this important environmental holiday.”

The Earth Week Give event has seen significant growth in participation and funds raised since it was launched in 2021. In its first year, 461 nonprofits participated and raised nearly \$122,000 with matching funds and prizes. Last year, 947 nonprofits participated and raised over \$250,000 with OBRC's support. A total of 1,107 nonprofits have registered to take part in this year's event and are projected to break last year's fundraising records with the public's help.

Participating nonprofits are raising funds in their communities across the state to support a wide range of causes that are important to Oregonians – it's everything from goats to dragon boats. Examples of participating groups include nonprofits that support K-12 schools and PTOs, veterans, sporting and recreation activities, scout troops, libraries, animal rescues, churches, food banks, and environmental conservation organizations.

How to Support Participating Nonprofits

Supporters can participate in two ways: donating containers or donating online from a BottleDrop Green Bag account. Interested supporters can connect directly with a participating nonprofit to request one (or more!) of their pre-tagged Blue Bags. After filling the bag with their



eligible OR-10 cent bottles and cans, the bag can be returned to any [BottleDrop bag drop location](#) across the state.

BottleDrop Green Bag customers can also [donate online](#). After logging into their online account, customers can view the list of participating nonprofits and click on the nonprofit's name to learn more and access each nonprofit's custom donation link. Customers can enter how much of their available account balance they would like to donate. There is no minimum or maximum amount required – all donations made through BottleDrop will go directly to the nonprofit. The customer will also receive a confirmation email for each donation.

The public can also follow the fun on BottleDrop's [Facebook](#) and [Instagram](#) accounts. On weekdays between April 15 – 25, a total of 50 nonprofits will be selected to each win a \$100 prize. BottleDrop will share winners each day on their social platforms and [their website](#).

About BottleDrop and 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 Earth Week Give

Launched in 2021, Earth Week Give has helped thousands of nonprofits participating in the [BottleDrop Give](#) Blue Bag program raise more than \$700,000, by redeeming and recycling eligible bottles and cans. During Earth Week Give 2024, 947 nonprofits raised over \$250,000 including BottleDrop's match and prizes.

Photos

View media from our 2024 Earth Week Give campaign [here](#). Please credit the organization named on each file.