



FOR IMMEDIATE RELEASE – May 1, 2025

BottleDrop Introduces DRC Dash at New Seasons Happy Valley

New Bag Drop Style Offers Ease and Convenience for Customers and Retailers

Happy Valley, Ore. – BottleDrop customers are welcoming an exciting new way to redeem Green and Blue Bags in Happy Valley with the opening of the first-ever Dealer Redemption Center (“DRC”) BottleDrop Dash. Residents and nonprofits can easily recycle Oregon’s 10-cent redeemable beverage containers while shopping at [New Seasons Happy Valley](#), located at 15861 SE Happy Valley Town Center Drive through the innovative new Dash model.

How the new Dash model works

After filling their bags with redeemable aluminum, plastic, and glass beverage containers and placing their unique QR code bag tag stickers on their bags, customers bring their bags to the BottleDrop kiosk located inside the front of the New Seasons Happy Valley store. A New Seasons employee will meet the customer at the kiosk and scan the bag tag stickers, which associate the contents inside with the customer’s BottleDrop account.

The employee then takes the bags to a secure area inside the store, where they are picked up by the Oregon Beverage Recycling Cooperative (OBRC). The containers inside the bags are counted by OBRC and the refund value is credited to the customer’s account within seven days—often more quickly. After being picked up, beverage containers are sorted by commodity type and consolidated for recycling in Oregon or elsewhere in the United States.

For retailers who may have limited space for an exterior container or interior bag room with an adjoining drop door, the Dash model is a breakthrough alternative that could allow for the bag drop program to be introduced in communities and locations where this option previously seemed out of reach.

“We are very excited to launch our first BottleDrop Dash,” said Jason Jordan, OBRC President. “If the pilot proves successful, it’s a game changer in terms of the future of the Green and Blue Bag program. The flexibility of Dash allows partner retailers who want to participate in the bag drop program a way to offer their customers the convenience of the bag drop program even when the store may not have the right kind of layout for a traditional container or bag room with an adjoining drop door. We are grateful to New Seasons Happy Valley for test flying this



new model with us to see if we can make our Green and Blue Bag program even more convenient for Oregonians, starting with the residents in and around the Happy Valley community.”

New Seasons scanned the inaugural Blue Bags to benefit the North Clackamas Education Foundation. Through their [Cans for Kids](#) program, New Seasons stores collected donated bottles and cans from their customers to benefit six school foundations in local communities. In 2024, this program raised more than \$65,000, one dime at a time, to support the following school foundations: Beaverton Education Foundation, Hillsboro Schools Foundation, Lake Oswego Schools Foundation, North Clackamas Education Foundation, The Foundation for Tigard Tualatin Schools, and The Fund for Portland Public Schools.

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Additional Background Information:

How can someone sign up for the Green Bag program?

New customers can sign up for a BottleDrop account [online](#), through the [mobile app](#) (search for “BottleDrop Account” in the App Store or on Google Play), or through the BottleDrop kiosk located at any [bag drop location](#) (including inside New Seasons Happy Valley). Green Bags are also now available for purchase at New Seasons Happy Valley (and all bag drop locations) and customers can print their bag tag stickers at the store’s BottleDrop kiosk as well.

How does BottleDrop’s Green Bag system work?

BottleDrop account holders purchase designated Green Bags for a small fee and print bag tag stickers with QR codes linking their bags to their accounts at the kiosks located on site at all bag drop locations. Customers then fill the bags with redeemable bottles and cans and drop them off at any BottleDrop location statewide. BottleDrop will count the containers and credit the account within seven days.

How can customers use funds from their Green Bag account?

There are a number of convenient ways account holders can spend their redemption funds:

- Withdraw them for cash at New Seasons Happy Valley or any [BottleDrop kiosk](#)
- Save for education by linking their BottleDrop account with an [Oregon College Savings Plan](#) account or for disability by linking to their Oregon ABLE account
- Donate to a charity of their choice through [BottleDrop Give](#)



What is the Blue Bag Program and BottleDrop Give?

Area nonprofits and their supporters can also participate, supercharging their bottle and can fundraising drives through the BottleDrop Give Blue Bag program. This program allows nonprofits to [set up fundraising accounts](#) with BottleDrop and distribute Blue Bags to their supporters. Just like the Green Bag program, fundraisers are given unique bag tag QR code stickers to place on their bags, which ensure that the refund values for the bag's contents are credited to the nonprofit's BottleDrop account.

About BottleDrop and the Oregon Beverage Recycling Cooperative

BottleDrop is operated by OBRC, which introduced the bulk Green and Blue Bag redemption program in Oregon in 2010, as a [convenient and efficient bottle and can recycling option](#). The program has grown each year since, with over 1.1 million BottleDrop account holders and nearly 7,000 Oregon nonprofits currently participating in the program. The BottleDrop Dash at News Seasons Happy Valley is the 102nd bag drop location at a partner retailer in BottleDrop's statewide network.

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](#).

Photos and Graphics

Photos can be downloaded [here](#).

View the [Journey of a Green Bag](#)