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FOR IMMEDIATE RELEASE

BottleDrop Introduces DRC Dash at New Seasons in Lake Oswego

A Jan. 22 celebration will officially launch the innovative container redemption model in Mountain Park

CLACKAMAS, OR. – BottleDrop customers looking for a convenient and easy way to redeem Green and Blue Bags in Lake Oswego now have a brand-new option at the New Seasons store in Mountain Park. The Oregon Beverage Recycling Cooperative has opened its latest Dealer Redemption Center BottleDrop Dash location – the first in Lake Oswego – at the store, which allows residents and nonprofits to easily recycle Oregon’s 10-cent redeemable beverage containers collected in Green and Blue Bags.

“We launched our BottleDrop Dash model in Happy Valley last year, and it has been such a success that we’ve expanded it to serve our customers in Lake Oswego. We appreciate New Seasons’ partnership in both locations, helping us pilot and develop this model,” said Jason Jordan, OBRC President and CEO. “Customers will find that BottleDrop Dash makes it incredibly easy to redeem their Green and Blue Bags while they’re shopping at the New Seasons in Mountain Park or simply passing through the neighborhood.”

A ribbon-cutting ceremony will be held at the [Mountain Park New Seasons](#), 3 Monroe Parkway, at 9 a.m. Thursday, Jan. 22, to officially launch the new BottleDrop Dash location. In addition to Jordan, scheduled speakers and attendees will include:

- Amy Wolf, VP of Operations, New Seasons
- Dave Kauder, Senior VP Merchandising, Marketing and Store Development, New Seasons
- Ore. Senate President, Rob Wagner
- Ore. Rep. Daniel Nguyen
- Lake Oswego Mayor Joe Buck
- Lake Oswego Schools Foundation Executive Director Whitney Woolf

How the new Dash model works

After filling their Green and Blue 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 New Seasons Mountain Park store. A New Seasons employee will meet the customer at the kiosk and scan the bag tag stickers, which link



the contents inside with the customer's BottleDrop account. Customers may drop off four Green or Blue bags per account, per day, between 8 a.m. and 8 p.m.

The employee then takes the bags to a secure area inside the store, where they are picked up and counted by OBRC. The refund value is credited to the customer's account within seven days, but often more quickly. Containers are then sorted and consolidated for recycling in Oregon or elsewhere in the United States.

In addition to the new BottleDrop Dash location in Mountain Park, the New Seasons store will continue to offer its [Cans For Kids](#) station, which benefits the Lake Oswego Schools Foundation. Through the program, New Seasons stores in the metro region collect and donate bottles and cans from their customers to benefit six school foundations in local communities. Since 2020, the program has raised \$57,795, one dime at a time.

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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 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](#).