



August 4, 2026

Recycle for Wildfire Relief

OBRC Emergency Fund will match donations made via BottleDrop through Sept. 30

CLACKAMAS, Ore. – The Oregon Beverage Recycling Cooperative, operator of the BottleDrop network, is activating its Emergency Fund to aid nonprofits providing relief to first responders and communities impacted by wildfires in Oregon. It is also inviting Oregonians to support the effort through beverage container donations or direct contributions via their BottleDrop Green Bag accounts.

“Wildfires have already burned across Oregon at an extraordinary pace this season, forcing evacuations, creating dangerous smoke conditions and straining the firefighters, agencies and community organizations working to keep people safe. We know the devastating impacts wildfires can have on Oregon communities and are grateful for the countless individuals, organizations and agencies who band together to support Oregonians during these times of urgent need,” said Devon Horsfield, vice president of outreach and strategy for OBRC. “OBRC is proud to do our part to help. Oregonians are incredibly generous and always rise to the occasion during times of crisis, which is why we are activating the OBRC Emergency Fund to match donations made through BottleDrop.”

To kick off the campaign, OBRC donated \$25,000 from its Emergency Fund to three nonprofits currently providing wildfire relief to Oregon communities. OBRC’s Emergency Fund will also **match up to \$25,000 in total donations** made via BottleDrop through Sept. 30, 2026.

Donations made to the OBRC Emergency Fund will be directed to the following nonprofit organizations:

- American Red Cross, Cascades Region
- Oregon Community Foundation’s Disaster Readiness and Response Fund
- Wildland Firefighter Foundation, Oregon Chapter

“This summer has brought a severe and persistent wildfire season. As of the end of July, more than 1.2 million acres have already burned, surpassing the total acreage burned during all of last year,” said Priscilla Fuentes, Cascades Red Cross Regional Executive. “In response, we have opened 16 shelters, provided more than 500 overnight stays and served over 1,500 meals to people affected by these devastating fires – and we will continue to do so for as long as needed. None of this would be possible without the support of generous partners like BottleDrop. Thank you for helping us provide comfort, care and hope to communities when they need it most.”

“We know our communities are stronger and more resilient when we work together,” said Kim Koenig, Director, Community Programs, at Oregon Community Foundation. “This generous gift from the Oregon Beverage Recycling Cooperative allows Oregon consumers to directly support their neighbors as they prepare for wildfires and respond when disaster strikes.”

Oregonians can find resources from the Oregon State Fire Marshal on how to [prevent wildfires](#). The Oregon Department of Emergency Management has information on how Oregonians can [be prepared](#), including [signing up for emergency notifications](#).

As in previous wildfire seasons, OBRC continues to work with boots-on-the-ground wildland firefighting camps to facilitate their beverage container redemptions. The emergency match campaign allows OBRC and its customers to magnify their support for those impacted by recent, ongoing and future wildfires. Customers can donate online and/or in person.

Donate online

BottleDrop is encouraging its more than 1-million-member strong Green Bag account network to make online donations from their BottleDrop account to bolster wildfire relief efforts in Oregon. Customers can direct their donations to the Emergency Fund by logging into their account and visiting bottledrop.com/wildfire or donating directly at [this link](#). OBRC will match up to \$25,000 of total donations made through BottleDrop to the OBRC Emergency Fund.

Donate in person

Oregonians can also donate their OR-10 cent redeemable cans and bottles directly to this effort, and have their funds matched, by taking them to one of [26 full-service BottleDrop Redemption Centers](#) and letting staff know they would like to donate their redeemable beverage containers to support wildfire relief.

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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 and flood 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.