



FOR IMMEDIATE RELEASE

CANADIAN B CORP ANNOUNCES DIVERSION OF 5 MILLION SINGLE-USE ITEMS FROM LANDFILL IN EFFORTS TO ADDRESS SINGLE-USE PLASTIC POLLUTION

Guelph-based social enterprise Fill it Forward celebrates two major milestones: diverting 195,000 pounds of waste and funding 250+ clean water projects

GUELPH, ON | December 17, 2020 — Fill it Forward (FiF), a Canadian company inspiring the world to reuse through its sustainable products, interactive technologies and global giving initiatives, is thrilled to announce it has achieved a significant milestone — diverting over 5,000,000 single-use plastic cups, bottles and containers from the world’s landfills and oceans. This announcement follows the Government of Canada’s plan to ban single-use plastics as early as 2021 as part of a larger strategy to tackle Canada’s plastic pollution problem and reach zero plastic waste by 2030.

The Certified B Corp company’s environmental impact has been extremely noteworthy, redirecting 176,317 pounds of waste and saving over 2,069,528 pounds of CO₂ emissions. Fill it Forward has also hit another company target, announcing last month that it has funded over 250 clean water projects — helping bring clean water, hygiene, sanitation and education to communities around the world that need it most.

“As a company, we at Fill it Forward have been so proud of our community and network of partners for the work they’re doing to address international environmental and humanitarian issues,” said Matt Wittek, Founder and CEO of Fill it Forward. “We are grateful for the opportunity to give back to the planet and our people, especially in a time of crisis.”

The Fill it Forward app (formerly known as the Cupanion app) was originally launched in 2015 with the goal of encouraging postsecondary students to minimize plastic waste through reuse. Over the course of the last 5 years, the program has expanded exponentially with schools, events, corporations and individuals collectively working together to eliminate single-use waste.

The B Corp is also one of just two Canadian companies shortlisted for the Beyond the Bag Challenge — a material innovation movement which tasked organizations to reinvent consumer goods through the lens of sustainability. This achievement demonstrates Fill it Forward’s current and future efforts to make an impact.

“Supporting vulnerable communities and protecting our environment is more important than ever before,” said Wittek. “The ongoing pandemic has exposed many flaws in our daily routines and infrastructures. Our team and community are hoping to continue to address these issues through our sustainability projects to make a difference long after COVID-19 has passed.”

In 2021, Fill it Forward will be launching new reusable products along with planned app updates, ensuring its impact for the planet and the people on it will continue to grow into the new year.

For more information, visit [Fill it Forward](#) to learn about the company’s corporate social responsibility initiatives and global impact.

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ABOUT THE FILL IT FORWARD COMPANY

The Fill it Forward Company is inspiring people to reuse. Through innovative products, sustainable solutions and global giving initiatives, it educates and empowers people to make environmentally and socially responsible choices. We are amplifying the impact of reuse to help people and the planet.

Website: fillitforward.com

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