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For Immediate Release

It's a Coffee Cup Revolution

You've seen them hunt for cans, bottles and plastic containers. Now, bidders in downtown Vancouver are on the look-out for coffee cups too.

They'll be turning in used coffee cups for a 5¢ bounty at Victory Square starting at 9 a.m. on Monday morning, October 6th. The pop-up coffee cup depot is expected to redeem up to 40,000 cups from street litter.

Students, design types, and others with artistic spirits will then be invited to turn the paper cups—seen by some as a scourge on the urban landscape—into creative pieces that reflect current Canadian urban issues.

Asked by a policeman if the event would be yet another Downtown Eastside protest, long time bidder, Ken Lyotier replied, "Certainly not officer, this is no protest, it's a revolution!"

The Coffee Cup Revolution is the premiere event of the Bidders Project, which is supported by Cities for People, an experiment in advancing urban innovation and an initiative of the J.W. McConnell Family Foundation. It is part of a series of special activities being held to celebrate 15 years of engagement by the UBC Learning Exchange in the Downtown Eastside community.

"The event draws attention to the potential of revaluing people and resources as our priorities change," says Vanessa Timmer, Executive Director of One Earth, curator of the new economies theme of Cities for People. "This is not an attempt to offer simplistic answers to the difficult challenges our society faces; but it does call on all of us to think more seriously about the consequences of shifting consumer behavior in the global market place."