

NEWS RELEASE

CPIA Announces Krista Friesen as Vice-President, Sustainability



Toronto, ON (May 14, 2014) – Carol Hochu, President & CEO of the Canadian Plastics Industry Association (CPIA), is pleased to announce the appointment of Ms. Krista Friesen as Vice-President, Sustainability, effective May 14, 2014. In this role, Krista will lead the development and execution of CPIA's advocacy and partnership programs to promote solutions that increase the recovery of plastics at their end-of-life and reduce marine litter.

Ms. Friesen has more than 15-years' experience in designing and developing programs to manage end-of-life materials including plastics. Most recently, Krista served as Program Director, Product Stewardship with the Summerhill Group where she was actively involved in a variety of CPIA's post-use programs including OPERATION CLEAN SWEEP®, the Great Canadian Shoreline Cleanup™, and CPIA's polyethylene film collection and recycling pilot project with the Promenade Shopping Centre in Thornhill, ON. Prior to the Summerhill Group, Krista served as Interim Executive Director with Summerhill Impact, and as Senior Project Manager with Pollution Probe. Ms. Friesen holds an Honours Bachelor of Science (Zoology) degree from the University of Toronto in Toronto, Ontario.

Krista's extensive knowledge of and experience in plastics and trade associations, in leading and managing product stewardship programs, and in nurturing relationships and building partnerships with a variety of key stakeholders makes her ideally suited to the role of CPIA's Vice-President, Sustainability.

Carol Hochu says, "I'm very pleased to welcome Krista to CPIA to continue our commitment to increase recycling and energy recovery rates for plastics. Ms. Friesen's demonstrated skills and experience will be a definite asset in our ongoing efforts to protect, promote and advocate for the plastics industry in Canada."

"I am thrilled to be joining CPIA, and to build on the working knowledge and relationships I have established in the product stewardship sector. I am excited about this new opportunity and look forward to achieving tangible results for the association and its members", said Ms. Friesen.

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The Canadian Plastics Industry Association is the national voice of Canada's plastics industry, representing the interests of processors, material suppliers, equipment manufacturers and brand owners across the country. Visit www.plastics.ca for more information.

For More Information:

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