



NATIONAL INDEPENDENT VENUE ASSOCIATION ANNOUNCES PARTNERSHIP WITH R.CUP TO REDUCE SINGLE-USE PLASTIC CUP USAGE

Organization Will Implement Reusable Drinkware Program at Independent Live Entertainment Venues Across the Country While Fundraising with Each Cup Sold

(New York, NY) - January 4, 2023 - The [National Independent Venue Association](#) (NIVA) has announced a partnership with [r.Cup](#), a sustainable platform providing reusable cups to replace single-use plastic cup use. Beginning Thursday, December 15, 2022, NIVA members in r.Cup operating cities can reduce their environmental footprint with r.Cup's seamlessly integrated reusable cup system while raising funds for the [National Independent Venue Foundation](#).

"NIVA is uniquely positioned to encourage our members to adopt sustainable practices, in particular to reduce single-use plastics through this innovative program," said Cody Cowan, Chief Operating Officer. "Not only does this program align with our green initiatives, it helps raise funds for our organization so we can continue our work supporting independent music and comedy venues in communities across America."

R.Cup is a full-service reuse system that provides a variety of cups and containers, collection bins, delivery and pick-up logistics, sanitizing services, program training and more. After every event, r.Cup collects, washes, sanitizes, inspects and then repackages cups to be used again. R.Cup is the first national reusable platform of its kind and has diverted millions of single-use cups and foodware from landfills, eliminating two million tons of CO2 emissions in over 90 cities, 30 states, and 12 countries. In North America alone, the live event industry contributes over 4 billion single-use and disposable cups each year filling landfills.

NIVA members in Denver, Seattle, and soon Los Angeles and Milwaukee have the opportunity to use r.Cup's services rather than using disposables in their venues to help protect the environment with lower greenhouse emissions. Through this partnership, r.Cup will also donate \$.01 to NIVF for every cup utilized by a NIVA member.

“We’re thrilled to be partnering with NIVA to accelerate reuse with their vast network of independent venues and promoters,” said Michael Martin, r.Cup CEO and Founder. “Together, we’re helping NIVA members reduce their environmental impact while also raising funds for the NIVA Foundation. With around 1,000 members, the environmental impact potential is huge by bringing reuse to many of these legendary, historic and beloved venues across the US.”

About NIVA:

Formed April 2020 at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA) represents independent music and comedy venues, promoters, and festivals throughout the U.S. NIVA created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the \$16 billion Shuttered Venue Operators Grant program administered by the Small Business Administration. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States. The National Independent Venue Foundation (NIVF) was founded to further this mission by also seeking to support a transparent, competitive marketplace serving a diverse and inclusive community of artists, fans, and industry workers. NIVA is committed to equity in its support and advocacy for independent venues and seeks to create and encourage opportunities for venues, promoters, and festivals owned, operated, and staffed by people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities.

About r.Cup:

r.Cup is the nation’s leading reuse platform, offering a simple, affordable and turnkey reuse platform. We are the premier and most trusted live events reuse provider, having eliminated over 2.75 million single-use cups, and diverted over 50 thousand pounds of waste and 150 tons of CO2 at live events. Our service mirrors the convenience of single-use in order to provide a seamless experience for guests and operators.

The r.Cup reuse platform includes delivery, set-up, venue and fan education, return bins, signage, pick-up and repeat. r.Cup has been activated in over 100 venues, 70 cities, 30 states and 12 countries, and gives 10% of the company to non-profits working on tackling the single-use waste crisis. Join the reuse revolution by partnering with r.Cup today. A better future is in your hands. On the web: <https://rcup.com>.

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