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# AT RIO CARNIVAL, BEER CANS RECYCLED IN EXCHANGE FOR TRAIN RIDES

WORK & LIFESTYLE

**The Beer Turnstile marketing campaign in Brazil saw carnival-goers hand in empty beer cans in return for a free train ride home. The turnstile saw around 1,000 users per hour, 86 percent higher than usual traffic. The number of drink driving incidents that evening also dropped 43 percent.**

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