

## Canadians have made Great Canadian Shoreline Cleanup world's 3<sup>rd</sup> largest according to the International Coastal Cleanup

***The Ocean Conservancy's release of Trash Travels – the only global snapshot of the marine debris problem facing wildlife, economies and marine ecosystems – shows Canadians' commitment to the health of our oceans is strong***

**Vancouver, BC** – Nearly 57,000 Canadians signed up for the 2009 Great Canadian Shoreline Cleanup to remove trash from our shorelines last fall. The Great Canadian Shoreline Cleanup is one of the single largest contributors to the International Coastal Cleanup, and the largest Canadian cleanup program in this worldwide fight against shoreline litter and marine debris. With the longest shoreline of any country in the world, hundreds of thousands of litter items are found every year during the Great Canadian Shoreline Cleanup.

"Since 1994, the Great Canadian Shoreline Cleanup has brought Canadians together to make a difference," said Jill Dwyer, Program Manager. "Canadians have turned out in huge numbers to make this program the third largest worldwide! This is an achievement we can all feel proud of, but there is still work to be done. We invite people from coast to coast across our great country to sign up now for the 2010 cleanup and help us beat our record."

### **The 2009 Great Canadian Shoreline Cleanup by the numbers**

- Canadians recovered 40,799 cups, plates, forks, knives & spoons – that's a full set of dinnerware for over 8,000 people - the approximate population of Campbellton, New Brunswick.
- Across Canada, Canadians cleaned 2,457 km of shoreline – the approximate driving distance from Vancouver to the Manitoba/Ontario border.
- Canadians removed 160,914 kg of litter from shorelines in every province and territory – a weight equivalent to 358 Bull Moose.
- 15,929 bags of garbage and recycling was collected – enough to fill 26.5 garbage trucks.
- Worldwide, approximately 60% of litter items removed in 2009 were disposable items and 25% were from smoking-related activities. In Canada, approximately 44% of litter items removed were disposable items and 38% from smoking-related activities.

Most shoreline litter originates from land and land-based activities. By stepping up to ensure that litter doesn't reach Canada's waterways, Canadians everywhere are taking action to protect our environment.

Join the 2010 Great Canadian Shoreline Cleanup today by registering at [www.shorelinecleanup.ca](http://www.shorelinecleanup.ca) or by calling 1-877-427-2422.

### **About the Great Canadian Shoreline Cleanup**

The Great Canadian Shoreline Cleanup is one of the largest cleanups in the world according to the Ocean Conservancy's International Coastal Cleanup data. Now in its 17th year, the 2010 event will take place September 18–26, 2010. It is a Vancouver Aquarium direct action conservation program that aims to promote understanding of shoreline litter issues by engaging Canadians to rehabilitate shoreline areas and ultimately become stewards of change.

The Vancouver Aquarium has coordinated shoreline cleanups in Canada since 1994, when a small team of volunteers conducted a cleanup in Vancouver's Stanley Park. In 2002, the Great Canadian Shoreline Cleanup

became a national program, providing all Canadians the opportunity to make a difference in their local communities. Learn more at [www.shorelinecleanup.ca](http://www.shorelinecleanup.ca)

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### **About the Vancouver Aquarium**

The Vancouver Aquarium is a global leader in connecting people to our natural world, and a self-supporting, non-profit association dedicated to effecting the conservation of aquatic life through display and interpretation, conservation practices, education, research, and direct action. Learn more at [www.vanaqua.org](http://www.vanaqua.org)

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