

- 1994** A small group of Vancouver Aquarium employees collect data on the shoreline litter they remove from a local beach in Stanley Park.
- 1997** It is now known as the Great BC Beach Cleanup and has 400 volunteers cleaning and collecting data from 20 sites across the Lower Mainland once a year.
- 1998** The Vancouver Aquarium becomes a Canadian Regional Coordinator for the International Coastal Cleanup. With over 1,400 participants, cleanups occur along the coasts of BC and Vancouver Island.
- 1999** The Great BC Beach Cleanup begins to include cleanup sites in the interior of BC, highlighting the connection between inland bodies of water, such as rivers and lakes, to the ocean. Over 25,000 kg of litter is removed from shorelines across BC.
- 2001** The program becomes the Great Canadian Shoreline Cleanup (GCSC) and has approximately 5,000 Canadians register to clean up sites in two provinces: BC and Alberta.
- 2002** The GCSC expands further and becomes a national program with over 10,000 registrants signing up to clean sites along shorelines in BC, Alberta, Ontario, Quebec, Prince Edward Island and the Yukon.
- 2003** The GCSC introduces online registration and establishes regional offices in Toronto. Over 20,000 Canadians registered for the GCSC in every province and territory.
- 2004** For the 10th anniversary of the program, the official opening of the registration period is marked with aerial beach art formations. The GCSC begins offering French language materials and resources to Canadians.
- 2005** The Canadian Association of Zoos & Aquariums presents the Baines Award for outstanding project by a zoo or aquarium in Canada to the Vancouver Aquarium for the GCSC.
- 2006** An online map of cleanup locations is introduced and integrated into the registration process to provide a visual representation of cleanups across the country.
- 2007** Over 50,000 Canadians register to clean up over 1,000 sites as part of the GCSC.
- 2010** The GCSC launches its new website. The GCSC is awarded the BC Hydro Community Champion Award in Parksville, BC. WWF-Canada joins on as full partner in program.

For more information on the
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by Loblaw Companies Limited:

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