

Together, we can take back our waterways, one shoreline at a time.

- Initiated in 1994 by the Vancouver Aquarium, the Great Canadian Shoreline Cleanup presented by Loblaw Companies Limited is an annual event that has grown into one of the largest cleanups in the world.
- The Great Canadian Shoreline Cleanup presented by Loblaw Companies Limited makes it easy for Canadians to take action and have a direct impact:
 1. Register as a **Site Coordinator** and organize a cleanup near you
 2. Register as a **Cleanup Participant** in someone else's cleanup
 3. **Drop-in** to one of our site cleanupsVisit shorelinecleanup.ca to create an account and register today!
- The Great Canadian Shoreline Cleanup presented by Loblaw Companies Limited is a perfect opportunity for school groups, community and corporate teams, families and concerned individuals to join a hands-on conservation program.
- In 2009, nearly 60,000 Canadians registered to clean over 1,550 shorelines across Canada—help us meet our goal of registering over 60,000 Canadians coast to coast this year.

Love your shoreline, love your community.

- The 17th annual Great Canadian Shoreline Cleanup presented by Loblaw Companies Limited is a week-long cleanup that takes place during Saturday, September 18 to Sunday, September 26, 2010.
- You can adopt any shoreline near you—anywhere where land meets water. Visit shorelinecleanup.ca to find or propose a shoreline near you that still needs help.
- The impact of shoreline litter in the environment extends beyond the aesthetics of litter along river banks, streams, and shorelines. Aquatic litter can leach harmful chemicals into the water, be accidentally eaten by wildlife, or entangle aquatic animals such as otters, sea turtles and birds.
- The Great Canadian Shoreline Cleanup presented by Loblaw brings the community together to achieve measurable impacts on the environment, both locally and globally. Through individual action, nearly one million kilograms of shoreline litter has been removed from the fragile ecosystem since 1997.

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