

Canada's Shorelines Now Cleaner Than Ever

National conservation initiative surges with participants in biggest year yet

September 26, 2007: A motorcycle, a laptop computer, a 70s style TV frame, bicycles, costume fairy wings, a hammock, a pregnancy test and 18,500 cigarette butts are just some of the items collected last week during the TD Great Canadian Shoreline Cleanup.

"Many people are concerned about the state of the environment, but are overwhelmed and unsure of how they can contribute," says Dr. John Nightingale, president of the Vancouver Aquarium. "This program gives ordinary people the tools to make a noticeable difference and improve our country's rivers, lakes, oceans and streams."

The Vancouver Aquarium's TD Great Canadian Shoreline Cleanup, now in its 14th year, experienced a surge in participants this year with more than 50,000 volunteers signing up across Canada. From September 15-23, more than 1,200 shorelines from Nunavut to Tofino to St. John's were cleared of harmful litter.

Through TD's environmental foundation called TD Friends of the Environment Foundation; TD has been a proud sponsor of the Great Canadian Shoreline Cleanup since the initiative began over 12 years ago. In 2002, TD Bank Financial Group joined the cause and became the program's title sponsor.

"TD Bank Financial Group and our TD Friends of the Environment Foundation are proud to support and participate in the huge success of the Cleanup each year, a program that is instrumental in improving Canada's shorelines and aquatic environments," said Mike Pedersen, Group Head, Corporate Operations, TD Bank Financial Group. "The 2007 cleanup exceeded expectations yet again, and participants should feel proud of their commitment and accomplishment in helping to keep our shorelines clean."

On September 15, Canadians came out to drop-in cleanups across the country. Participants in Yellowknife braved a snowfall to clean up the Frame Lake shoreline, removing 12 bags of garbage including a coffee mug, a bicycle, a giant teddy bear and numerous bottles of hairspray. Cleanup participants in Toronto removed 346 kg of litter from Woodbine Beach, including 630 food wrappers. Participants at Kits Beach in Vancouver collected 224 kg of litter which included 18,500 cigarette butts collected in just 3 hours, while Halifax participants eliminated 27 kg of garbage for their shoreline.

This year, the program worked closely with its conservation partners, the Canadian Association of Zoos and Aquariums (CAZA) and WWF-Canada to coordinate cleanups in all parts of the country.

"One of WWF-Canada's top priorities is healthy oceans which means ensuring our habitat is clean to sustain the species who depend on them", explains Mike Russill, President and CEO, WWF-Canada. "Participating in the cleanup is just one way that individuals can help ensure our oceans remain a plentiful resource for marine species for years to come."

Final figures for all 1,200 shoreline cleanups will continue to come in throughout the next two months. Updated information can be found on the program's website at: www.vanaqua.org/cleanup

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