

July 1, 2007

# INTERNATIONAL COASTAL CLEANUP DELIVERS WORLDWIDE RESULTS

## *Animals most affected by our discarded shoreline litter*

Over one million seabirds, as well as 100,000 marine mammals and endangered sea turtles, die every year due to shoreline litter, according to estimates from the recent International Coastal Cleanup (ICC) release.

"The Vancouver Aquarium has been working to improve the state of our oceans since 1994 through its annual TD Great Canadian Shoreline Cleanup, which mobilizes over 40,000 dedicated volunteers across Canada to clean up their local beaches," says Dr. John Nightingale, President, Vancouver Aquarium.

This national conservation initiative, which is well established across the country, is the second largest contributor to Ocean Conservancy's International Coastal Cleanup, a worldwide event that attracts more than 68 participating countries.

The Vancouver Aquarium works with the program's title sponsor TD Bank Financial Group, as well as conservation partners WWF-Canada, Canadian Association of Zoos and Aquariums (CAZA) and Ocean Conservancy (who run the ICC). Together, this team of conservation-focused groups ensures that participants from every province and territory across Canada can help keep our shorelines cleaned for the animals that live there.

"The health of our oceans is a metaphor for the health of our planet and ultimately of human beings who are sustained by the environment," says Vikki Spruill, President and CEO of Ocean Conservancy. "It is time for each one of us to help improve the health of our planet, and the International Coastal Cleanup provides the perfect venue."

In 2006, Canadians from coast to coast removed more than 84,000 kg of shoreline litter of Canada's shorelines – contributing to a total of 3,181,818 kg of shoreline litter removed worldwide.

Cigarette butts, balloons and bags are some of the most dangerous items to animals because they can be mistaken for food, and once ingested, can lead to suffocation or starvation. In 2006, Canadians removed 233,817 cigarette butts from our shorelines. Internationally, 1,901,519 cigarette butts were collected from beaches. In Canada, 54,451 bags contributed to the worldwide total of 691,048 bags removed from shorelines. In total, 65,411 balloons were found around the world.

Canadians are once again committed to making a difference in 2007. Already, close to 500 shoreline sites and more than 20,000 people across Canada are registered for a shoreline cleanup in September. We are aiming to triple this number by the time registration closes on August 31. For more information, log on to: [www.vanaqua.org/cleanup](http://www.vanaqua.org/cleanup).

- 30 -

### **For more information, please contact:**

Brenda Jones,  
Manager, Public Relations, Vancouver Aquarium  
604-659-3752

