

FOR IMMEDIATE RELEASE: THURSDAY, MAY 10, 2012

THE GREAT CANADIAN SHORELINE CLEANUP LAUNCHES NEW REGISTRY TO TACKLE TSUNAMI DEBRIS

Vancouver, B.C. – The Great Canadian Shoreline Cleanup, presented by Loblaw Companies Limited, and jointly led by Vancouver Aquarium and WWF, is launching a volunteer sign-up registry to help address the anticipated arrival of Japanese tsunami debris on Canada’s West Coast. This new registry will support local, provincial and federal cleanup planning efforts.

Individuals can register at www.ShorelineCleanup.ca/tsunami to add their name to the registry. As debris arrives and accumulates on shores along the Canadian West Coast, registrants will be contacted and activated by local Shoreline Cleanup site coordinators with details outlining cleanup locations, dates and times.

“Many people have expressed interest in assisting with local efforts to clean up tsunami debris that is anticipated to arrive along our local coastlines. We are providing a way to connect concerned citizens with local communities needing support,” says Great Canadian Shoreline Cleanup manager Jill Dwyer.

The devastating tsunami that hit the Japanese coast in March 2011 washed millions of tonnes of debris into the ocean. It is estimated that up to 1.5 million tonnes of debris may reach the North American West Coast, but it is unknown as to when it will arrive, and in what amount.

Ocean debris poses one of the biggest challenges to our oceans and waterways. Although preventing debris resulting from tragic natural disasters isn’t always possible, there are actions that can be taken to help address the issue. Participating in the Great Canadian Shoreline Cleanup is one way individuals and groups can directly contribute, helping to make our oceans more resilient – now and for generations to come.

“Ocean debris is a larger issue that goes beyond just one incident,” says Dwyer. “Through direct-action efforts such as the Great Canadian Shoreline Cleanup, individuals, teams and groups can do their part to help keep our waters clean and assist communities who will need this support.”

The Great Canadian Shoreline Cleanup has recruited and trained volunteers for the past 19 years, and is best known for its fall cleanup campaign, which, this year, will take place from Sept. 15-23, 2012. Registration is also open for the fall cleanup at www.ShorelineCleanup.ca. Last year 56,000 Canadians participated in clean-ups in 1,600 locations across the country.

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The Great Canadian Shoreline Cleanup

The Great Canadian Shoreline Cleanup, presented by Loblaw Companies Limited, is one of the largest direct action conservation programs in Canada. A conservation initiative of the Vancouver Aquarium and WWF, the Shoreline Cleanup aims to promote understanding of shoreline litter issues by engaging Canadians to rehabilitate shoreline areas through cleanups. www.ShorelineCleanup.ca

Vancouver Aquarium

The Vancouver Aquarium is a non-profit society dedicated to the conservation of aquatic life. www.vanaqua.org

WWF

WWF is creating solutions to the most serious conservation challenges facing our planet, helping people and nature thrive. www.wwf.ca

Loblaw Companies Limited

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food retailer and a leading provider of drugstore, general merchandise and financial products and services. www.loblaw.ca

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