

GREAT CANADIAN
**Shoreline
Cleanup**[®]

OCEAN WISE & WWF

Make a world of difference

The Great Canadian Shoreline Cleanup is a national conservation partnership by Ocean Wise and WWF-Canada, presented by Loblaw Companies Limited and Coca-Cola Canada. Canadians can help protect wildlife from the impacts of shoreline litter by leading or joining a cleanup any time of the year, anywhere land connects to water.



Lead a cleanup



Join a cleanup

Register at [SHORELINECLEANUP.CA](https://www.shorelinecleanup.ca)

The impacts of shoreline litter

WORST OFFENDERS

Year after year cigarette butts, food wrappers, and single use items like shopping bags and plastic bottles are the most common items found on our shorelines.

THREATS TO WILDLIFE

Local wildlife are in danger of becoming entangled or ingesting trash that has been left behind. This often results in serious injury, sometimes fatal.

TRASH TRAVELS

Trash can easily travel from a litter bin into a storm drain, and towards major waterways like a lake or river. If they reach the ocean, currents can carry litter far across the globe.

MICROPLASTICS

Plastic breaks up into smaller fragments that never disappear. These microplastics can attract toxins and enter the food chain, from phytoplankton all the way to whales and humans.

Change starts with action

Did you know you can have an impact far beyond the shoreline? Get started with these tips for making small everyday changes that reduce the amount of litter in our environment.

REFUSE

Buy less and make smart purchases by saying no to excess packaging and single-use plastic items.



REDUCE

Reduce waste with reusable items like glass water bottles, metal straws and cloth bags. Focus on items made from sustainable materials.



REUSE

Get crafty and reinvent items for new uses. Buy second hand products to give them an even longer life.

RECYCLE

Follow local municipal instructions for proper disposal using all waste streams like paper, plastic, organics, and electronics.



Take it a step further

INSPIRE

Your friends, family and workplace to join or lead a cleanup and help keep their local waterways litter-free.

FOLLOW US

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 ShorelineCleanup.ca

 1.877.427.2422

 shorelinecleanup@ocean.org

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