



# SHORELINE CLEANUP

JULY 17TH | 10:00 - 2:00 PM

**JOIN US FOR OUR FIRST ANNUAL SHORELINE CLEANUP!**

BECOME A FRESHWATER AMBASSADOR BY ADOPTING A SHORELINE ALONG OUR UPPER GREAT LAKES. AND HELP KEEP OUR WATER FRESH FOR FUTURE GENERATIONS.

*THIS EVENT IS HELD IN COOPERATION WITH LAKE SUPERIOR STATE UNIVERSITY, AND ALGOMA UNIVERSITY.*



**Register**

**Questions?** [shorelinecleanup@ocean.org](mailto:shorelinecleanup@ocean.org)

**Visit us at:** <https://www.shorelinecleanup.ca/>

## WHY WE DO IT

One of the key benefits of plastics in commercial use is that the material doesn't degrade as quickly as paper or wood. Although degradation may be slow, plastic will fragment into smaller and smaller pieces via sunlight or mechanical stress. Therefore,

Plastic never goes away, instead it breaks down into smaller and smaller microplastics. As plastics break down into smaller pieces, they are found in our drinking water. Over 22 million pounds of plastic pollution end up in the Great Lakes every year, according to the Rochester Institute of Technology.

## QUICK FACTS

- The Great Lakes represent 20% of the world's freshwater reserves.
- Provides drinking water to more than 30 million people in Canada and the United States.
- Approximately 10,000 tonnes of plastics enter the Great Lakes every year, with higher concentrations in more populated and industrialized areas.
- Average concentration of plastics in the Great Lakes ranges from 43,000 particles/km<sup>2</sup> to 6.7 million particles/km<sup>2</sup>
- The Government of Canada estimates that only 11% of plastics are recycled in the country.
- Plastics can range from macroplastics (>5mm) to microplastics (<5mm), each of which may start as pellets used in manufacturing, shopping bags, or water bottles.
- Tiny microplastics can also be found in personal care products such as soaps, facial scrubs, and shampoos

## RISKS AND NEGATIVE IMPACTS OF PLASTIC

- Risk of choking or/and entanglement of fish and marine mammals
- Plastics contain chemical ingredients and toxins that dissolves in water and ingested by marine organisms and fish which leads to human consumption of those chemical ingredients through fish and seafood
- Drinking water is also contaminated with those chemical ingredients that cause long term health effects

## WHAT CAN WE DO

Plastic water pollution is a globally complex issue and unfortunately, there is no silver bullet to fix it all immediately. However, through small efforts, we can collaboratively reduce plastic contamination in the Great Lakes and restore our freshwater resources.

Much of our single-use plastic items are created for convenience, not necessity. Therefore, the less plastic used, the less that it is likely to end up in our water. To reduce plastic usage, follow these tips:

- Refuse single-use plastic items like straws, cups, bottles, and utensils
- Reuse reusable alternatives over plastic such as reusable water bottles and grocery bags made out of fabric
- Spread awareness and share this information with family and friends to keep the great lakes clean and without any plastic pollution
- Shop consignment instead of buying new clothes
- Buy used items for your home online, instead of always buying new items
- Swap kid's clothing and toys with other parents when your child grows out of their items, instead of purchasing new and adding to the landfill.



**JOIN US!**  
**JULY 17TH**

**CONTACT US: [FLOW@FRESHWATERWISE.COM](mailto:FLOW@FRESHWATERWISE.COM)**  
**<https://www.freshwaterwise.com/>**