



**MEDIA RELEASE
For Immediate Release**

June 6, 2014

The KSA pitches in for the Great Canadian Shoreline Cleanup

SURREY, BC – On Wednesday June 11, 2014, students and staff from the Kwantlen Student Association will participate in the spring Great Canadian Shoreline Cleanup campaign by picking up litter in the Serpentine Greenway from 71 Ave to 66 Ave in Surrey, BC.

For the first time in its history, the Great Canadian Shoreline Cleanup spring campaign, presented by Loblaw's Companies Ltd, is open for anyone to join. The Great Canadian Shoreline Cleanup recognizes the importance of shorelines in our communities, and acknowledges the negative impact of refuse to these environments. The spring campaign runs between April 1 and July 31. Interested groups can still register at www.ShorelineCleanup.ca.

Jessica Lar-Son, the KSA's Director of External Affairs is, "proud that Kwantlen students are taking the initiative to contribute to a safer and cleaner space in our community." In 2013, more than 99,200 kg of litter was removed from 3,035 km of shoreline across Canada. Some of the most commonly found items at cleanups were cigarette butts and food wrappers, while some of the more unusual items included a small plastic volcano, a violin and an electric frying pan.

The Serpentine Greenway is a significant park to the local community and environment. The pathway is frequented by children and families, students, and cyclists. The ponds house fish and beavers, and attract osprey, song birds and ducks. In our urban lives, "it's easy to forget that our cities were once criss-crossed with productive salmon bearing streams. They now run right underneath us in pipes, and when exposed to daylight, are sometimes taken for granted as insignificant roadside waterways" says Director of Student Life Eric Wirsching. Cleaning up along this busy stretch of park will make the whole environment more enjoyable and "raise awareness that these shores are still very much alive and still bearing life, even if they are often hidden from view, encased in concrete."

The KSA encourages students to join in the Great Shoreline Cleanup with the KSA or another community organization. Each piece of litter picked up makes a difference to the beauty, safety and environment in our communities.

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For more information please contact:

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Kwantlen Student Association

The KSA represents more than 17,500 students enrolled at the four Metro Vancouver campuses of Kwantlen Polytechnic University.

Great Canadian Shoreline Cleanup

The Great Canadian Shoreline Cleanup, presented by Loblaw Companies Limited, is the largest community-led, volunteer-powered conservation program. 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

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