For Immediate Release

Contact: (Local contact’s name)

(Date, Month, and Year)

(Contact’s phone/email)

Cleanup Scheduled for (name of beach or shoreline)

What: (Name of local group or individual hosting cleanup event) is hosting a beach cleanup as part of the Alliance for the Great Lakes’ Adopt-a-Beach™ program. Every year, about 15,000 volunteers participate in cleanups across all five Great Lakes. Volunteers remove tens of thousands of pounds of litter from Great Lakes shorelines. They also contribute data on what they find for researchers to use worldwide.

When: (Start and end time of event, day and date of event)

Who: (Name of local organization, business, group or individual hosting the event. Include link to group’s website if available.)

Where: (Location of the cleanup. Include beach name, nearby street(s), town or city. Also include specific information about where you’ll meet at the beach.)

Why: Participants clean up trash and record their findings in the Alliance for the Great Lakes’ online Adopt-a-Beach database. More than 85% of the litter volunteers remove from Great Lakes shorelines is made of plastic. Plastic never goes away. It just breaks up into smaller pieces called “microplastics” that end up on our water. Adopt-a-Beach volunteers keep tens of thousands of pounds of plastic and other litter out of the Great Lakes each year. The data they collect is added to a global dataset for researchers to use to better understand plastic pollution. Communities can also use the data to understand and address the most common types of litter found on local shorelines.

More: Joining an Adopt-a-Beach event is easy and open to everyone. Volunteers are encouraged to sign up online at http://www.greatlakesadopt.org/.

To find out more about the Alliance’s Adopt-a-Beach program, visit https://greatlakes.org/get-involved/adopt-a-beach/

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