



ALLIANCE *for the* GREAT LAKES

Adopt-a-Beach Team Leader Talking Points

Thank you for being a Team Leader! Whether this is your first cleanup or your fiftieth, we know remembering everything to say can sometimes be challenging! We wrote these talking points not as a script, but as a helpful guide when giving your introduction to your group.

Always gather your group for introductory talk. Introduce yourself, welcome the group, and thank them for coming and dedicating time to help protect the Great Lakes!

Introduce the Alliance for the Great Lakes

- The Alliance for the Great Lakes works to protect the Great Lakes through advocacy, education, research, and on-the-ground projects.
- The Alliance's programs touch all five Great Lakes and all eight Great Lake states.
- Learn more about the Alliance on their website: greatlakes.org.

Adopt-a-Beach Facts

- The Alliance for the Great Lakes Adopt-a-Beach program is the biggest volunteer program working to protect the lakes.
- Adopt-a-Beach started in 1991 and engages about 15,000 volunteers each year across all five Great Lakes and all eight Great Lakes states
- Volunteers remove about 50,000 pounds of mostly plastic litter each year

Great Lakes & Plastic Pollution Facts

- The Great Lakes hold the most surface freshwater in the world. The Great Lakes provide drinking water to over 40 million people in the US & Canada.
- The Great Lakes are home around 3,500 species of plants and animals.
- About 85%-90% of the litter picked up at Adopt-a-Beach cleanups is plastic.
- The Rochester Institute of Technology estimates that 22 million pounds of plastic enters the Great Lakes each year. Adopt-a-Beach volunteers are making an important contribution to keeping plastic out of our lakes!
- Plastic never really goes away. It just breaks down into smaller and smaller pieces called microplastics. Wildlife can confuse microplastics for food. And plastic ends up in our drinking water.

Why we collect data

- Adopt-a-Beach volunteers collect important data in addition to keeping beaches clean.
- The data collected on the Litter Monitoring Forms is entered into the Alliance for the Great Lakes' database.
- This database is the largest source of Great Lakes-specific data on litter and plastic pollution. It's a valuable resource for researchers and government agencies. No lab or individual researcher could collect this large of a dataset on their own and today you are contributing this this valuable resource.

Be sure to conclude your talk with the safety reminders and cleanup logistics outlined in the [How-to Guide](#).