

Coastal Community and Georgia Strait Alliance Remove Tons of Garbage from Vancouver Island Beaches

June 19, 2012 — Coastal Community Credit Union (CCCU) volunteers and Georgia Strait Alliance rolled up their sleeves, donned safety gloves, and invested many hours of back-breaking work to successfully remove 1000s of pieces of discarded litter and debris from local beaches across Vancouver Island.

A total of 170 CCCU employees, friends and family participated in the clean up at beaches in Victoria, Chemainus, Nanaimo, Parksville, Courtenay and Campbell River last month. The final tally of items removed included:

- 263 plastic bags
- 225 buoys and floats
- 297 glass beverage bottles
- 894 cigarettes and filters
- 228 pieces of rope
- 277 pieces of packaging/containers
- 200 shotgun shells/wadding
- lots of bricks, asphalt and building materials
- broken glass
- 87 light bulbs
- 51 pieces of clothing
- 37 plastic sheets/tarps
- 27 toys
- 9 fishing nets, 4 fishing lines, 5 lures
- 5 tire rims and 2 tires
- 2 life jackets
- an engine, a propane tank, sleeping bag, appliance, tripod and many discarded wrappers, papers and other trash items.

Coastal Community employees, Matthew Beckett, Rachael Robinson, Ken Watson, and Ashley Nichols spearheaded this initiative through an employee program called ENRICH. This program was developed as a one-time initiative to empower employees and community groups to work together to make a difference in Island communities in celebration of the company's achievement as one of Canada's Top 50 Employers for the first time in 2011.

"It is amazing to be part of such a worthwhile initiative that has far-reaching consequences for beach-users, our environment and all our communities," said Rachael Robinson, Senior Accountant with Coastal Community Credit Union, and one of the project leads. "Not only are we cleaning up garbage left on our shores -- and having it properly recycled or disposed of -- we are also providing statistics on all of the litter collected which helps scientists better understand what the problems are and how these change over time. The data is recorded and sent to the Vancouver Aquarium to become part of a database about the British Columbia coastline." The Information is included in an annual report about the *Great Canadian Beach*

Cleanup as well as in international research as part of the *International Coastal Cleanup* – the world’s largest volunteer marine environment protection effort.

“We are grateful for organizations like Coastal Community that support community investment on Vancouver Island,” said Ruby Berry of Georgia Strait Alliance. “It is clear their employees are passionate about their communities, and their efforts are making a real difference to our local environment.”

###

About Coastal Community

Serving island communities for over 60 years, Coastal Community has grown to be the largest financial services organization based on Vancouver Island and the Gulf Islands. With more than 80,000 members, 650-plus employees and over \$2 billion in assets under administration, Coastal Community offers caring and helpful service through an extensive network of personal banking, insurance*, investment and business services centres. Our members also have access to The Exchange® Network, with more than 2,300 no-fee ATMs in Canada. We’ve been named one of Canada’s 50 Best Employers two years in a row, and we are passionate about building stronger relationships to improve financial health, enrich people’s lives and build healthier communities. Visit us on the web at www.cccu.ca.

About Georgia Strait Alliance

Formed in 1990, Georgia Strait Alliance (www.GeorgiaStrait.org) is the only citizens' group working to protect and restore the marine environment and promote the sustainability of Georgia Strait, its adjoining waters and communities, the place where 70% of British Columbians live, work and play.

CREDIT UNION | INSURANCE | INVESTMENTS | BUSINESS SERVICES

Insurance services provided through Coastal Community Insurance Service (2007) Ltd. Investment services provided through Coastal Community Financial Management Inc.