



Divert & Capture: The Fight to Keep Microplastics out of our Water



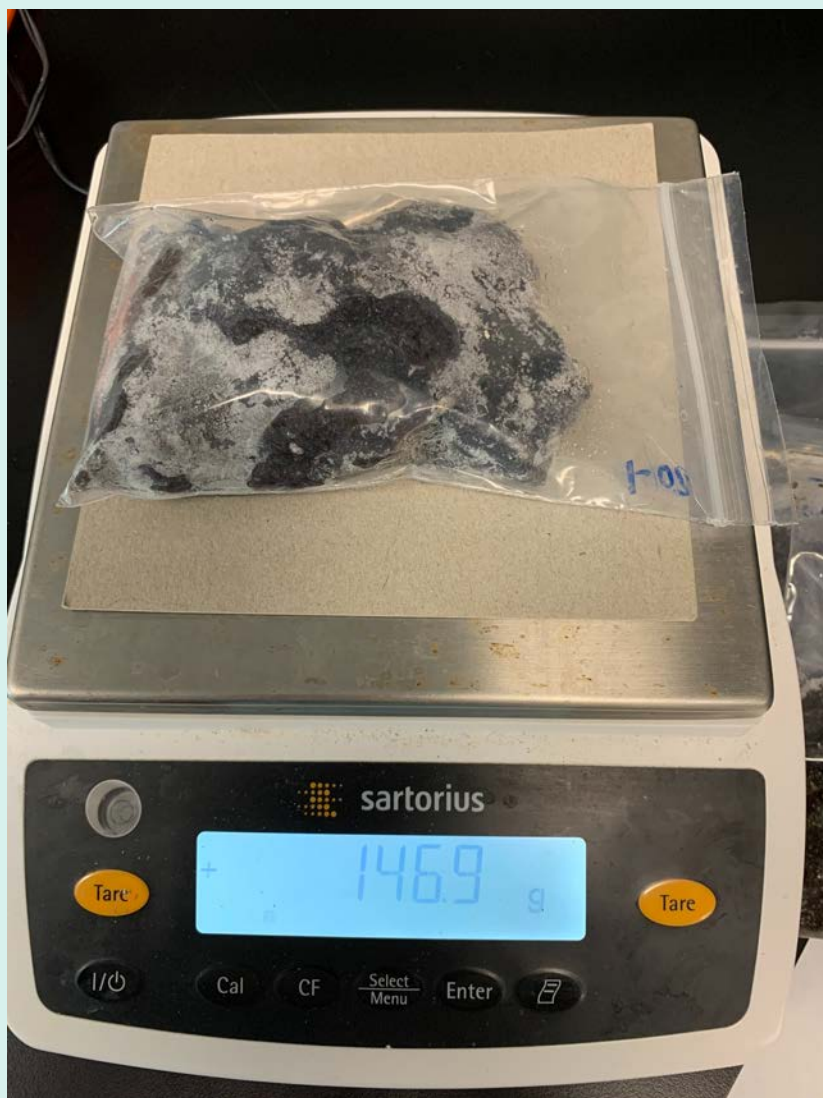
Georgian Bay Forever is recruiting 300 volunteers in Collingwood to slow the flow of plastic from entering Georgian Bay.

Why? Fish have no idea they are eating microplastics. You probably don't either.

BE A SOLUTION TO PLASTIC POLLUTION

Plastic microfibres are tiny strands less than 5mm in size that get released from your synthetic clothes in the laundry and end up in our lakes and oceans. Studies show up to 700,000 microfibres can be shed from just one wash! We are seeing microplastics in higher concentrations in the Great Lakes than we are seeing in the oceans. A growing body of research indicates that there are negative effects to animal health from ingestion, effects on human health are unknown and studies are just starting. Microfibres are capable of containing and absorbing toxic chemicals from the surrounding environment. While WWTP are unsung heroes of water quality, they can capture up to 90% of microfibre pollution - meaning that millions/billions are escaping and accumulating in the water environment. **We need you!** GBF is looking for volunteers to install a free filter on their washing machine, and participate in the collection and measurement of the waste from their laundry.

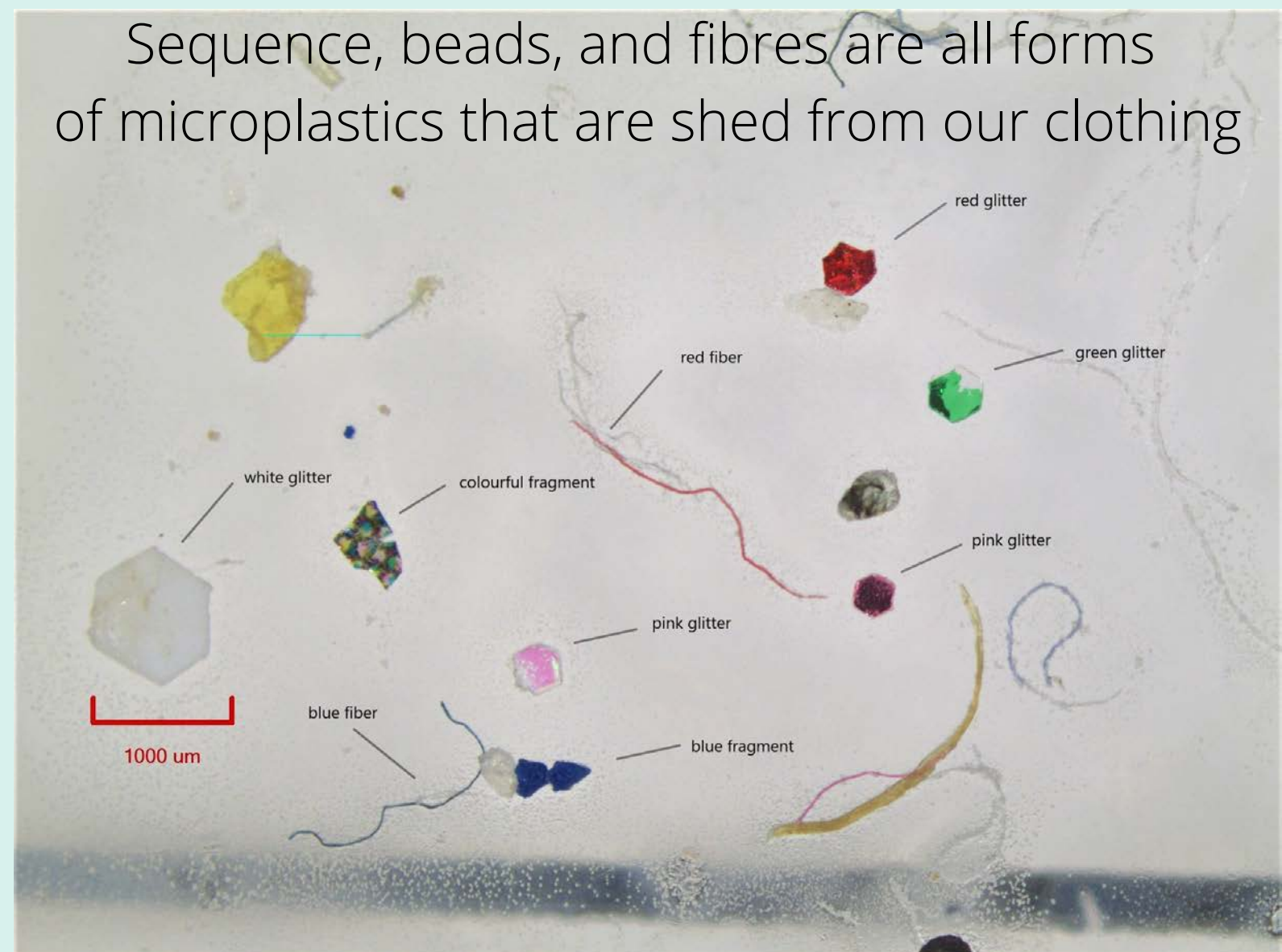
If you think you qualify, please email us at brooke.harrison@gbf.org



To qualify, 3 simple criteria must be met.

1. Volunteers must use their washing machine year round and be connected to Collingwood Town water.
2. There must be space for the filter unit- which is about the size of a large vertical paper towel dispenser.
3. Georgian Bay Forever needs some volunteer participation over the course of 3 years, which included a short survey about laundry habits and emptying the filter every 2-3 weeks in a provided bag that will be picked up for measurement.

Sequence, beads, and fibres are all forms of microplastics that are shed from our clothing



DID YOU KNOW?

Humans consume about the size of a credit card of plastic every week!

(World Wildlife Funded study)

Let's make a difference!

This project was undertaken with the financial support of the Government of Canada through the federal Department of Environment and Climate Change.

Ce projet a été réalisé avec l'appui financier du gouvernement du Canada agissant par l'entremise du ministère fédéral de l'Environnement et du Changement climatique.

The LeVan Family

Lush Fresh Handmade Cosmetics

Great Lakes Local Action Fund

The Weston Family Foundation

Georgian Bay Forever donors

Georgian Bay Forever is a registered charity that protects your water. Please make a donation today.

Registration number:

#89531 1066 RR0001.

More info at www.gbf.org

(905) 880-4945

If you think you qualify, please email us at brooke.harrison@gbf.org