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Classic Travel supports International Coastal Clean Up project

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Sri Lankan travel solutions provider, Classic Travel stepped forward to support 'International Coastal Cleanup 2015' from September 9-23 in collaboration with the Marine Environment Protection Authority (MEPA), Sri Lanka at the Galle Face Green.

Event organizers, South Asia Co-operative Environmental Programme is an inter-governmental organization established by the governments of South Asia in 1982. The International Coastal Cleanup engages people to remove trash and debris from the world's beaches and waterways, to identify the sources of debris and to change the behaviours that cause pollution, the company said. Suresh Mendis, CEO, Classic Travel said, "In addition to being a responsible corporate we have a shared interest in this environmental issue that not only damages our marine and coastal ecosystems, but also affects the coastal tourism and public health. Corporate entities like us, the Government and other interested parties have to work together to achieve sustainable practices that are increasingly becoming a necessity."

According to UNESCO findings, land-based sources (such as agricultural run-off, discharge of nutrients and pesticides and untreated sewage including plastics) account for approximately 80 per cent of marine pollution, globally.

The two week coastal cleanup programme held at the Galle Face Green saw participants from schools, youth and local communities, which helped to create awareness about the issue.

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