

Shell FuellingChange™ News Release

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Customers vote, Shell donates. \$1 million awarded to environmental projects

Newfoundland & Labrador – Today, Shell will award \$1 million to Canadian environmental projects, chosen by its customers. Through the Shell FuellingChange™ Program customers are invited to make any purchases at Shell service stations, collect Shell purchase receipts with voting codes, and vote for their favourite environmental projects on FuellingChange.com. To date, over 13 million votes have been cast by customers!

“The great thing about FuellingChange is that it empowers environmental and not-for-profit organizations’ efforts in realizing environmental initiatives, reach out to Canadians and get them involved in building a sustainable future,” said Shell Canada’s president and country chair, Lorraine Mitchelmore. “FuellingChange is part of the process of being proactive and discovering what environmental projects our customers care about.”

Environmental projects pre-selected to participate in the FuellingChange program are eligible to receive funding at three different grant levels: \$25,000, \$50,000 and \$100,000. In addition, those organizations not successful in the voting process receive \$10,000 for their project. A total of 31 projects will receive funding, totalling \$1 million.

After 6 months of dedication in reaching out to Canadians, votes are in and the Coast of Bays Coastal Planning Committee (CPC) has been chosen to receive a grant of \$25,000 from Shell.

The Coastal Planning Committee’s mission statement: To foster the sustainable use and development of coastal and marine environments through collaboration and planning for the Coast of Bays Region.

The Committee consists of representation of regional ocean and coastal sectors, including key government, stakeholder and non-government groups with a responsibility or interest in the management of coastal and ocean activities (e.g. the Departments of Fisheries and Oceans, Fisheries and Aquaculture, and Innovation, Business and Rural Development, the Newfoundland Aquaculture Industry Association, Fishers Committees, Fish, Food and Allied Workers, Tourism Industry, Boats Clubs, etc.).

Marine Debris Awareness and Cleanup Campaign

The Coastal Planning Committee plans to partner with stakeholders to create a Marine Debris Awareness and Clean-up Campaign. This will include a marine debris presentation, to be delivered to schools and at other events where CPC can attend, and posters to be distributed to schools, municipalities, harbour authorities and other organizations to raise awareness. The CPC also plans to hold beach cleanups at various locations with children and local groups.

Aquatic Invasive Species (AIS) Public Awareness Campaign

Aquatic Invasive Species (AIS) are a major threat to Canada’s fisheries and aquaculture industries,

which are two of the top employment generators in the COB. Once established AIS spread rapidly, alter habitats and can reduce or eradicate native species, impacting the sustainability of coastal communities.

The violet tunicate has been confirmed in COB and other AIS have been spreading rapidly in Placentia Bay, which is adjacent to COB. Therefore it is vital that we work now to monitor and prevent the spread of current and new AIS. The most fundamental method to accomplish this is through education and awareness of coastal users on what AIS look like, how they are spread, and impacts to the local economy. The CPC also plans to partner with other stakeholders to create an AIS Public Awareness Campaign.

For more information, visit www.fuellingchange.com.

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Shell Canada Ltd

Shell has been operating in Canada since 1911 and employs approximately 8,000 people across the country. A leading manufacturer, distributor and marketer of refined petroleum products, Shell produces natural gas, natural gas liquids and bitumen, and is Canada's largest producer of sulphur. Shell is one of Canada's oil sands developers and operates the Athabasca Oil Sands Project on behalf of the joint venture partners.

About FuellingChange™

FuellingChange™ empowers Canadians to make a difference by supporting projects that matter most. Vote for your favourite projects from three areas – land, air and water. The projects with the most votes at the end of each voting cycle will receive grants in the amounts of \$25,000, \$50,000 and \$100,000. Shell is also giving \$10,000 to each project pre-selected for inclusion in FuellingChange™ that was not successful in the voting process.

Shell will grant a total of \$2 million annually, with two cycles per year awarding \$1 million- to projects that protect, improve and restore Canada's environment. Since the launch of the Program, Canadians have cast more than 13 million votes towards a selection of environmental projects.

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