



photo: Justin Hoffman

A Little About Loons

Loons are an iconic symbol of pristine wilderness lakes, where their haunting calls stir something deep within us. Loons face many survival challenges, including those created by human activity.

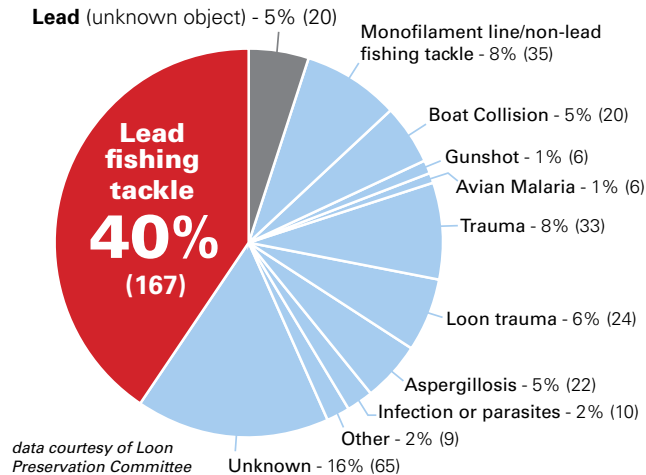
One of the biggest threats facing loons today is lead poisoning from swallowing lead fishing tackle.

Lead poisoning causes tremendous suffering, as loons (eagles, swans, and other wildlife) deteriorate slowly and painfully over the course of one to three weeks. Fishing tackle is the sole cause for at least 50% of loon mortality in some regions.



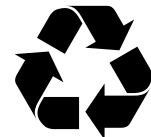
photo: Karen Slote

Documented Adult Loon Mortalities in New Hampshire 1989-2021



Exchange your lead fishing tackle for a **\$10 voucher** to be used on a purchase of lead-free tackle products at participating retailers.*

Or, recycle your lead at Westport Lions Reuse & Recycle Center.



* See the back of this brochure. For a full listing, visit FISHLEADFREE.CA

The solution is simple. Don't use lead fishing tackle.