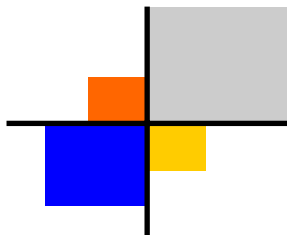


Ultimately, the most important contribution to successful cigarette litter abatement will be made by individuals who smoke. Each smoker must accept personal responsibility. The individuals who choose to smoke must choose NOT to litter.

Businesses, corporations, governments and community leaders will support behavior changes with increased placement of ash receptacles as well as distribution of pocket and portable ashtrays while others may challenge adult smokers not to litter by enforcing anti-littering ordinances .

Please dispose of cigarette butts by using a car's ashtray, a pocket or portable ashtray and ash receptacles!

***Please, don't litter
cigarette butts!***



Keep America Beautiful, Inc. is a 501(c)(3) nonprofit organization whose Network of local, county, statewide and international Affiliates ...

empower individuals to take greater responsibility and action to enhance their community environments;

educate individuals about litter prevention, beautification and waste minimization by reducing, reusing and recycling;

motivate millions of volunteers annually to cleanup, beautify and improve their neighborhoods through partnerships and strategic alliances with citizens, business and government.

create healthier, safer and more livable community environments.

Keep America Beautiful, Inc.
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Stamford, Connecticut 06901 USA

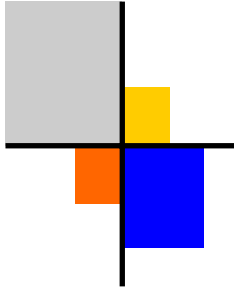
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***Cigarette
Litter***

Revised 2005



***This brochure made possible
by a grant from Philip Morris USA.***



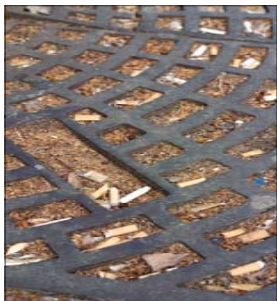
YOU Can Reduce Cigarette Litter!

Background:

When it ends up on the ground and not in a receptacle, a cigarette butt is litter. Partially smoked cigarettes, matches, disposable lighters, packaging as well as cigarette butts are all part of this growing national problem.

Studies have shown that an individual who would never litter a beverage can, fast food packaging or other items may be dropping cigarette litter! Because it is small, many smokers do not regard a littered cigarette butt as litter.

Recent restrictions on smoking in public places have forced smokers outside. Appropriate ash receptacles are often not readily available to meet this increased demand of smokers who have moved from buildings, businesses and restaurants to the sidewalks to smoke. Many municipalities and small communities have not prepared for the increase in cigarette litter on the sidewalks, in local parks, along center medians of local streets and at highway exits.



THIS is litter, too!

Cigarette Litter Facts:

As one of the smallest pieces of litter, cigarette litter represents over 20% of the litter collected in many community cleanup initiatives. Littered cigarette butts introduce a product to our environment which breaks down very slowly and is not completely degradable. The filters contain cellulose acetate in the form of a fiber that looks like cotton thread. But it is not. These fibers break down or degrade in the environment very slowly in some cases taking years. But cigarette filters do not biodegrade.

One researcher found that eighteen percent of all litter dropped to the ground and is washed into streams, rivers, lakes and the ocean by storm water runoff. Cigarette butts are lightweight and are easily carried in runoff through our storm drain systems to our local waterways. State transportation and highway departments' roster of items littered grows annually. In most reports, cigarette litter is at the top of the list!

Other than the aesthetic and environmental challenges posed by cigarette litter in communities, cigarette litter cleanup is an increasing financial challenge. Because of its size, manual cigarette litter cleanup is very difficult as part of actual cost of regular maintenance and cleanup. Consider a recent report from Longwood College, Virginia ... the cigarette litter cleanup cost for last year was over \$50,000!

YOU Can Make A Difference:

Carry a portable or pocket ashtray when smoking outside.

Encourage smokers to be aware of where their cigarette will be discarded when they light-up. Whether smokers are outside public buildings, in parks, on beaches or walking along city sidewalks, a little bit of thought and planning will reduce the number of butts that end up on the ground.

Use a receptacle to dispose of cigarette butts, packaging and lighting material.

*Ash receptacles are needed at the places where people must stop smoking before they proceed. These are **TRANSITION POINTS**. When ash receptacles are placed at transition points, they are used. An added benefit of ash receptacles is the opportunity to remind smokers to properly dispose of cigarette butts.*

Do not throw butts out car windows.

Use the car ashtray, a portable ashtray which may fit in the cup holder or on the window, or reuse another container with a secure top like empty bottle or snap-lid candy tins.

Be aware of local litter ordinances.

Many local municipalities have litter ordinances which address cigarette litter — these are enforceable and carry penalties!