

SAMPLE PRESS RELEASE – PRE-EVENT

On **[DATE]**, **[community, college or other public location]** will partner with volunteers from **[organization name]** to conduct a tobacco litter/cigarette butt cleanup sponsored by **[organization name]**.

The goal of the cleanup is to heighten awareness about the toxicity of tobacco litter on the environment, with a secondary emphasis of promoting cessation and preventing initiation of tobacco use.

Tobacco litter takes a significant toll on our environment and is more than just an eyesore. Cigarette filters are slow to biodegrade, if they degrade at all. Tobacco litter is toxic waste leaching heavy metals and chemicals such as lead and cyanide into our environment, poisoning our water and our communities where we live, work, and play.

Cigarette toxins get into more than just our lungs—tobacco litter is an issue that deserves increased awareness to promote healthy and safe communities.

Local events such as this one help raise awareness about the toxic tobacco litter problem and provide another good reason to quit smoking or not start at all—for the health of your lungs, your community, and the environment!

The tobacco litter cleanup will be held at **[community, college or other public location]** on **[date]** starting at **[time]**.

For more information on the cleanup or to volunteer, please contact **[Name]** at **[Phone # or E-mail]**.

For more information on the toxicity of tobacco litter and ways you can help, visit: www.NoTobaccoLitter.com.

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Tobacco litter hurts our planet. No butts about it.
NoTobaccoLitter.com



SAMPLE PRESS RELEASE – POST-EVENT

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[#] Cigarette Butts Cleaned Up at [Location]

On **[DATE]**, the **[Organization/group]** partnered with **[Organization/Location]** at their **[Event name]**. **[Organization's]** goal was to heighten awareness about the toxicity of tobacco litter on the environment with a secondary emphasis of promoting cessation and preventing initiation of tobacco use.

A cigarette butt cleanup generated more than **[number]** littered butts in **[Location]**. **[Number]** volunteers participated in the butt cleanup.

The butts collected were placed on display in a glass jar that was a great visual to emphasize the cleanup burden of cigarette litter. The butts in the jar re-emphasized the importance of a smoke-free environment, not just to protect **[student/staff/residents]** from secondhand smoke but to also provide a clean environment. It also helped initiate a dialogue about the environmental impacts of tobacco litter. Participants were asked to guess how many butts were in the jar and prizes were awarded to **[number]** participants with the closest guesses.

Cigarette toxins get into more than just our lungs. Tobacco litter is an issue that deserves increased awareness to promote healthy and safe communities.

Cigarette filters are slow to biodegrade, if they degrade at all. Tobacco litter is more than just an eyesore; it's toxic waste leaching heavy metals and chemicals such as lead and cyanide into our environment, poisoning our water and our communities where we live, work, and play.

Local events such as this one help raise awareness about the toxic tobacco litter problem and provide another good reason to quit smoking or not start at all—for the health of your lungs, your community, and the environment!

If you or a loved one are ready to quit tobacco use, call **1-800-QUIT-NOW** or visit www.SmokingStopsHere.com.

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