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FOR IMMEDIATE RELEASE

Kick Butts for Earth Day

SOS Encourages Quitting Tobacco, Reducing Litter

CITY, State (Month, Date, Year) – Stamp Out Smoking (SOS) is encouraging all Arkansans to take responsibility for reducing pollution this Earth Day by increasing awareness of the large percentage of litter caused by improperly discarded cigarette butts. Celebrated in more than 175 countries, Earth Day is commemorated every year on April 22 to recognize the Earth’s natural environment and work toward a cleaner, healthier planet for all.

“Cigarette butt litter is a serious problem in our parks and community centers, among other public places, and it will not go away on its own,” **Name, title for the Organization.** “When people who smoke toss their cigarette butts into public areas, treating them as open ashtrays, they fail to realize that the waste contains chemicals that can kill animals and harm children. It is important that we mold our youth to take care of our environment so it will be a healthier, safer place for everyone.”

According to The American Legacy Foundation, tobacco litter represents nearly 32 percent of all litter in outdoor recreation areas such as beaches and waterfronts, at ball fields and parks, picnic areas and hiking trails. Litter causes these spaces to lose their natural appeal and can create fire hazards, impact local wildlife and eventually contribute to lost tourism and revenue. Maintenance and cleaning costs caused by smoking annually total roughly \$5 billion nationwide, based on a recent study from the California Tobacco Prevention Program.

To restore our communities, SOS is directing all Arkansas adults and youth to look for Earth Day activities in their areas. Log on to the Centers for Disease Control and Prevention website, cdc.gov/tobacco/calendar/, to get involved. Activities include creating posters to illustrate cigarette litter and displaying them near public trashcans or areas frequented by smokers, or adopting a park for students or community members to volunteer time cleaning up litter.

About the Program

Information about your program.

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