

MEDIA RELEASE

<Date>

NO MORE EXCUSES – SMOKERS ASKED TO USE POCKET ASHTRAYS

<Local member name and title, or Local Mayor> is calling on smokers to use pocket ashtrays in a bid to keep <city/town>'s streets clean.

"Since the first Clean Up Australia Day in 1990, cigarette butts have consistently been the most common item found by volunteers, with an estimated seven billion cigarette butts littered in Australia each year," said <local member name>

"Each of those cigarette butts can take up to 12 years to break down, making our cities and parks look untidy and leeching dangerous chemicals such as arsenic into our beaches and waterways. As a result Councils have spent many millions of dollars cleaning up butts," <local member name> continued.

So leading environmental groups Clean Up Australia, Landcare Australia and Planet Ark have joined forces with Coles Myer and manufacturers BUTTsOUT to develop a solution, launching the Go Green Pocket Ashtray.

Fitting easily into a pocket or handbag, the small, butt-shaped container is fire resistant, re-usable and lasts up to 12 months. The ashtrays are on sale through 1,000 Coles Myer retail outlets across the country, including all Coles and Bi-Lo Supermarkets as well as selected Coles Express, Theo's Vintage First and Liquorland outlets.

"The Go Green Pocket Ashtray has just removed the last excuse for cigarette butt litter," said Clean Up Australia Chairman, Ian Kiernan AO.

"Smokers can no longer say they have nowhere to put their cigarette butts because these pocket ashtrays provide the perfect solution.

"Over 80,000 smokers are already using ashtrays, and we're urging all smokers to do the same. After all, at \$1.59 they're far cheaper than a littering fine," Kiernan said.

-ENDS-

For more information, contact:

<insert council details here>

Clean Up Australia

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BUTTsOUT

Steve Brossman on 0408 408 428 or email steve@buttsout.net