



## Media Release

For Immediate Use - *Date*

### **Launch of Butt-Free [*Location*] campaign / Cigarette Butt-Bins Placed in [*Location*]**

[*Council / Chamber of Commerce Name*] and Keep New Zealand Beautiful are pleased to announce the launch of a new campaign designed to rid the footpaths of cigarette butts. [/or: are asking the community to help keep [*Location*] beautiful and keep cigarette butts where they belong – in the bin!]

In a joint project between [*Council/Chamber of Commerce Name*] and Keep New Zealand Beautiful, over [xxxx] cigarette butt bins for the [*Location*] community will be installed to encourage the appropriate disposal of cigarette butts in the [*Location*] CBD and surrounding precinct.

“We are implementing a simple and effective solution to avert unsightly cigarette butts that are needlessly discarded,” said ..... of .....

“We believe that smokers will respond positively and dispose of their cigarette butts more responsibly and result in a reduction in cigarette butts on our streets and ending up in storm-water drains and the environment,” said.....

The bins will be installed over the next few weeks by [*Smokin Stations/Contractors*] and regular emptying, cleaning, servicing will occur.

Keep New Zealand Beautiful (KNZB) chairman Hon Roger McClay reiterated the desire to address the cigarette butt litter problem, saying “The only way to overcome this problem is to help people understand that it is a matter of personal responsibility not to litter the streets and allow cigarette butts into our beautiful waterways. With this initiative there is no longer an excuse that there’s nowhere to put them”.

Since the changes to the Smokefree laws in 2004, which banned smoking in all indoor areas, cigarette butt litter has become more of a problem for councils. Cigarette butts are one of the most common rubbish items in New Zealand and often end up in the waterways, entering the food chains of fish, birds and other marine life who mistake them for food.

“As a Council, we are proud to be assisting Keep New Zealand Beautiful with this project and believe that efforts and initiatives like the Cigarette Butt Bin Campaign provides sensible solutions to address these issues,” said .....

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