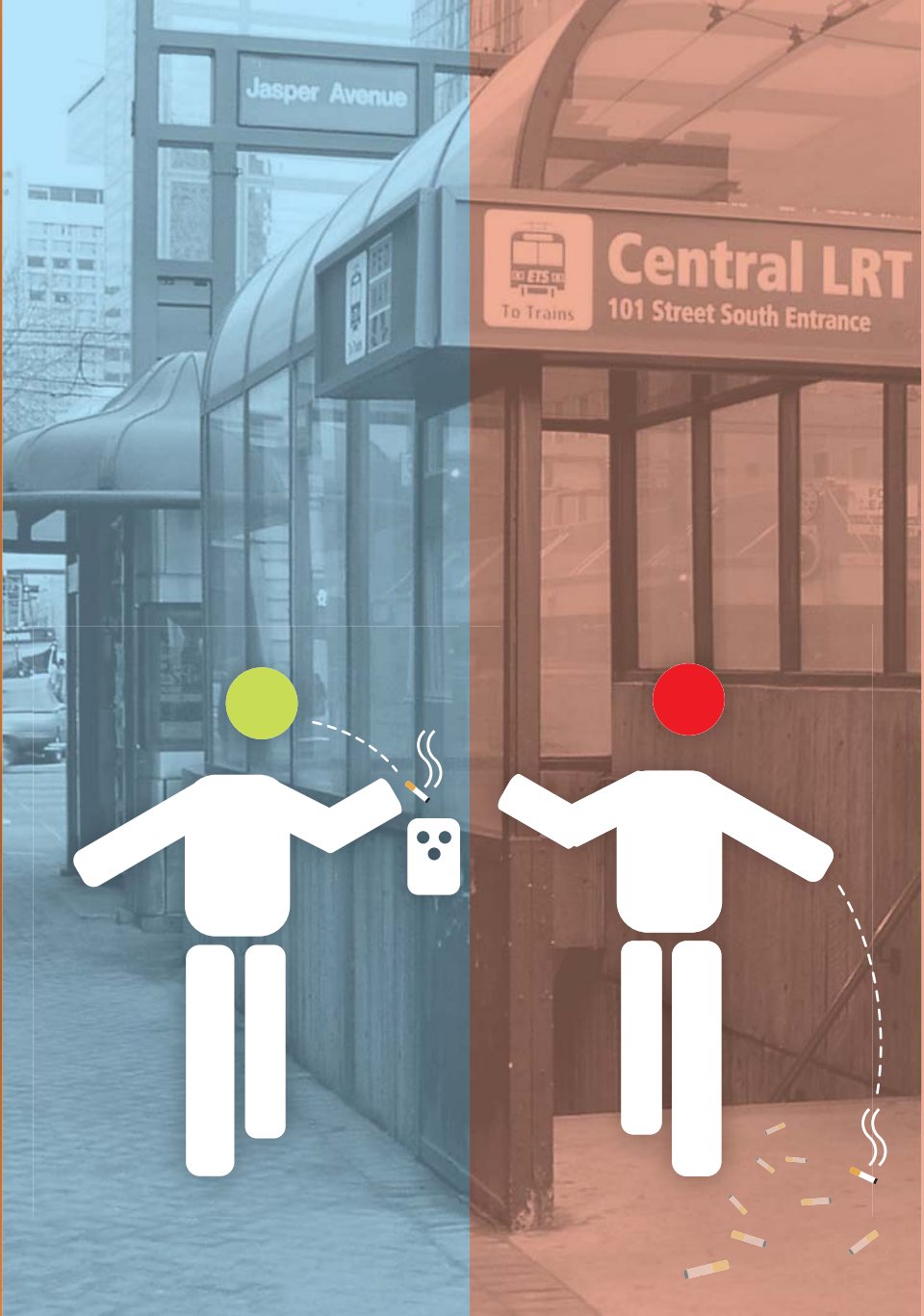




THANK YOU FOR KEEPING EDMONTON CLEAN!



**DOWNTOWN'S  
CIGARETTE  
BUTT LITTER  
PROGRAM**

**PITCH IT  
DON'T DITCH IT**

For more information on

**DOWNTOWN'S  
CIGARETTE  
BUTT LITTER  
PROGRAM**

please contact the Downtown Business Association at **780.424.4085**  
or visit our website **[www.edmontondowntown.com](http://www.edmontondowntown.com)**



downtown  
business  
association



## DOWNTOWN'S CIGARETTE BUTT LITTER PROGRAM

**PITCH IT  
DON'T DITCH IT**

### THE FACTS

Did you know nearly one in three cigarettes end up as litter? In fact cigarette butts account for around 50% of items of litter in the Western World. With recent changes to smoking bylaws in the City of Edmonton the problem of discarded butts on our sidewalks, entryways, and our courtyards is increasing.

80% of butts disposed of on the ground find their way into our water system. Within an hour of contact with water, cigarette butts leach chemicals such as cadmium, lead, and arsenic into our water system. Cigarette butts also threaten wildlife animals that can mistake them for food. If a filter blocks their digestive tract, an animal may become ill or even starve.

### THE PROBLEM

Cigarette litter is unsightly. It accumulates on our streets, gathering in corners and gutters, outside of our doorways, and bus shelters.

Edmonton is a proud and beautiful city. However, carelessly discarded trash can decrease the attractiveness of our city to both residents and visitors, and can create a sense that we as citizens are not concerned with our community.

A cigarette filter is made of cellulose acetate, a man-made fibre spun to look like cotton thread. These fibres break down very slowly, sometimes taking years. Though cellulose acetate may degrade in time, it is not actually biodegradable.

### THE DBA SOLUTION

The Downtown Business Association of Edmonton wants to help you put your cigarette trash in the right place! We encourage businesses, building owners, and the City to work together to fight cigarette butt litter. To help, the Downtown Business Association is now offering assistance to the businesses and building owners, by researching the matter and recommending the best options to buildings.



### WHAT SMOKERS CAN DO

Only smokers have the power to prevent cigarette butt litter.

Before you light up, look for the receptacle you'll use when you finish smoking. Dropping partially-smoked cigarettes, cigarette butts, matches, lighters, and packaging on the ground is littering. Use ashtrays, pocket ashtrays, and cigarette receptacles when you are outside. Don't throw butts in storm drains. While it may seem to be a convenient way to extinguish the cigarette, it is a problem if cigarette litter enters our waterways. Also avoid throwing butts out car windows; you are not only littering, but you risk starting a wildfire!

### WHAT BUSINESS OWNERS CAN DO

Business and property owners bear the expense of cigarette litter clean-up around their establishments including entrances, exits, adjacent sidewalks, and parking lots. Lack of awareness, lack of cigarette receptacles, and the increase of outdoor smoking add to the visible impact of cigarette litter.

The receptacles recommended by The Downtown Business Association are a safe and convenient way to dispose of your cigarette butts. These receptacles conceal discarded cigarettes, are easy to service, rustproof, have multi-mounting abilities, and an internal gasket preventing smouldering.

Educate your employees and building occupants on litter courtesy, and clean up your property regularly. Provide receptacles at entry or transition points, such as business entrances, bus stops, loading docks, and trash cans. Monitor and maintain your receptacles regularly.