

MEDIA ADVISORY

October 13, 2011

FOR IMMEDIATE RELEASE

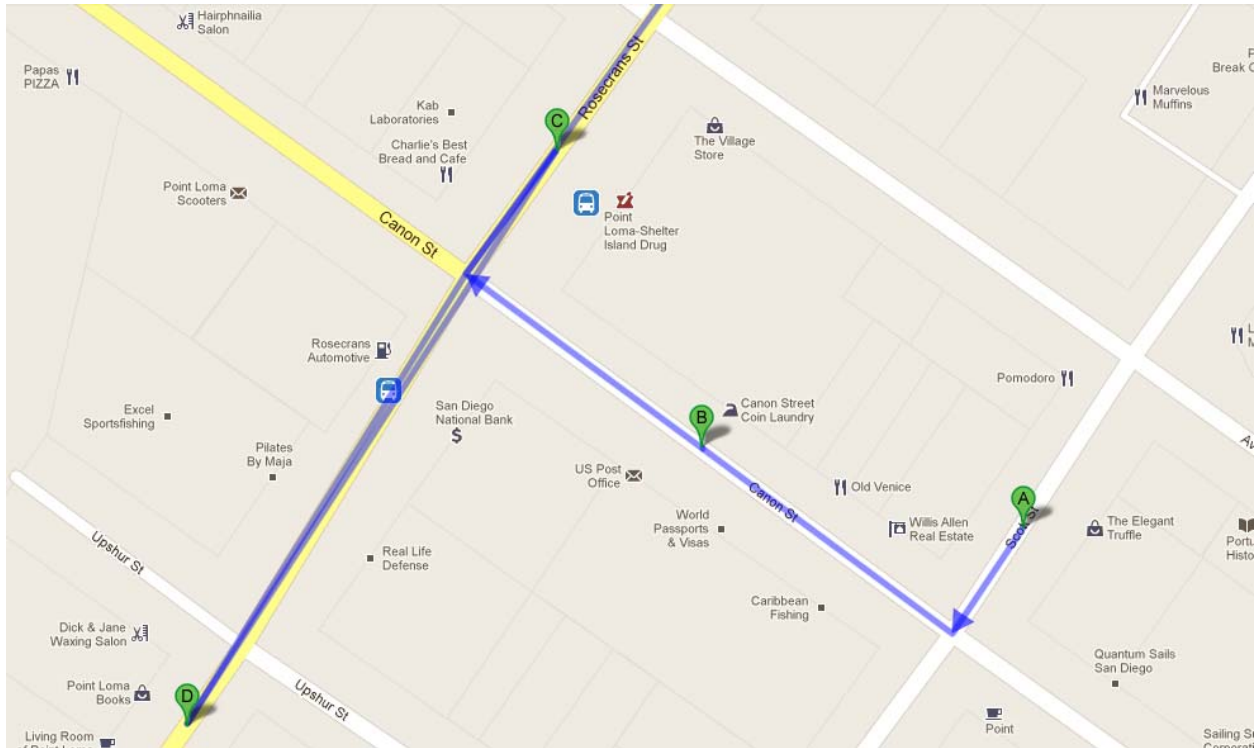
CONTACT: Morgan Justice-Black, cell: 619.890.4154

Cigarette Butt Receptacles to Prevent Thousands of Butts from Hitting Local Beaches

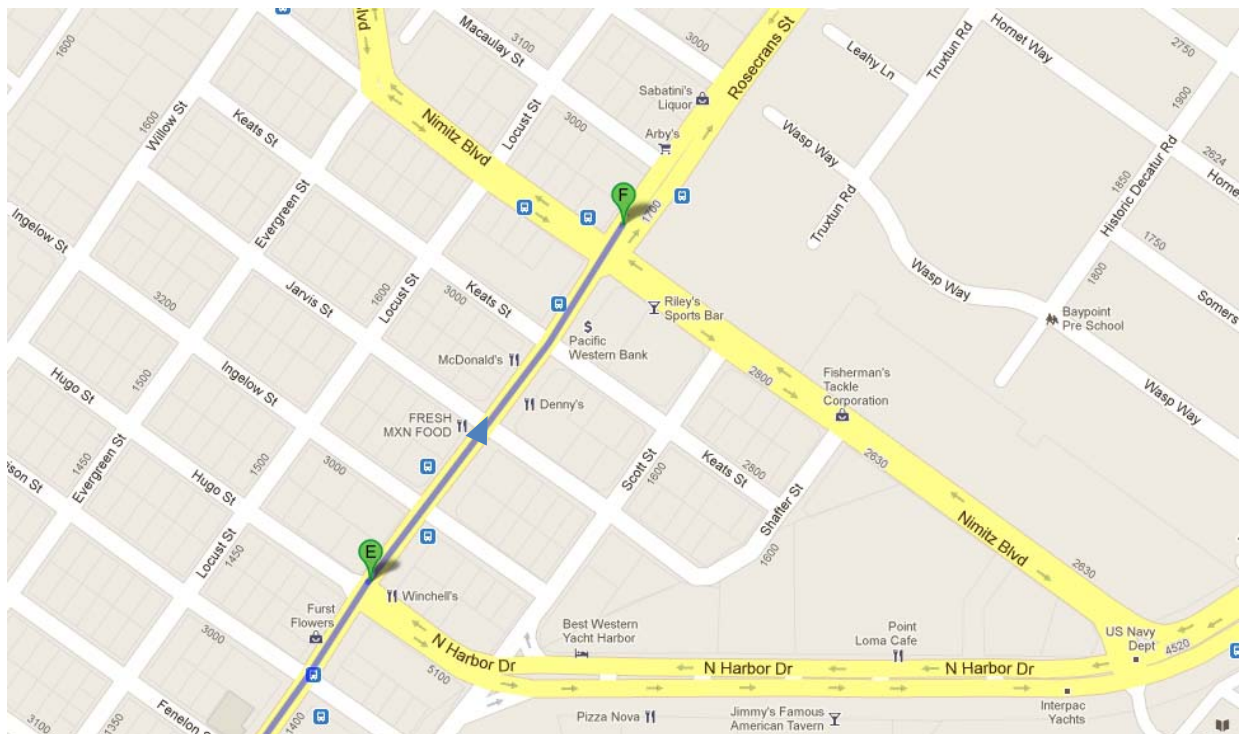
Volunteers to install six ash receptacles in San Diego community Friday October 14

- WHAT:** A local collaboration between I Love A Clean San Diego, the San Diego Chapter of the Surfrider Foundation and the Point Loma Association will result in fewer cigarette butts plaguing the local environment. In the coming weeks, volunteers will install a total of six ash receptacles in targeted locations around Point Loma. The group estimates that these receptacles will collect more than 2,500 cigarette butts each month. The Cigarette Litter Prevention Program should prevent 30,000 cigarette butts from reaching the ocean in its first year alone.
- WHEN:** Friday October 14th, 10:00am until approximately 12:00noon
- WHY:** This program takes a proactive approach to stopping the flow of cigarette litter from sidewalks to storm drains and eventually out to the ocean. In San Diego County, cigarette litter has been identified as the most pervasive pollution problem. These receptacles will collect an estimated 2,500 cigarette butts each month.
- WHO:** The program is a joint partnership between the Point Loma Association, the San Diego Chapter of the Surfrider Foundation and I Love A Clean San Diego. Volunteers and representatives from all organizations will be on hand to answer questions and assist in the installation process.
- WHERE:** In front of six businesses in the village of Point Loma. Volunteers will travel from one location to another after each ash receptacle is installed. Locations and estimated time frame are below. Attached is a map with specifics on each location.
- 10:00am – 10:30am: Lighthouse Bar & Grill, 1101 Scott Street, San Diego 92106
10:30am – 10:45am: Canon Street Coin Laundry, 2922 Canon Street, San Diego 92106
10:45am – 11:00am: Point Loma-Shelter Island Drug, 1105 Rosecrans St., San Diego 92106
11:00am – 11:15am: The Living Room, 1018 Rosecrans Street, San Diego 92106
11:20am – 11:35am: Winchell’s Donuts, 1501 Rosecrans Street, San Diego 92106
11:40am – 11:55am: 76 Gas Station, 1704 Rosecrans Street, San Diego 92106
- VISUALS:** Capture images of volunteers installing cigarette butt receptacles and removing cigarette butts from business district. See appreciation from local community members during the installation process, and view finished product once receptacles are installed.

###



- A. Lighthouse Bar and Grill (1101 Scott St. 92106), 10:00am – 10:30am
- B. Canon Street Coin Laundry (2922 Canon St., 92106), 10:30am – 10:45am
- C. Point Loma-Shelter Island Drug (1105 Rosecrans St. 92106), 10:45am – 11:00am
- D. The Living Room (1018 Rosecrans St. 92106), 11:00am – 11:15am



- E. Winchell's (1501 Rosecrans St. 92106), 11:20am – 11:35am
- F. 76 Gas Station (1704 Rosecrans St. 92106), 11:40am – 11:55am

CONTACT: Morgan Justice-Black, cell 619-890-4154