



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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"NO BUTTS ABOUT IT" CIGARETTE BUTT LITTER CAMPAIGN LAUNCH

Florence, Alabama – Mayor Holt says, “No Butts About It, this is litter, too!” Cigarette butts are the number ONE litter item, and can take up to ten years to decompose. Cigarette butts may be small, but they add up to a huge problem.

In an effort to combat this problem we are launching a “No Butts About It” campaign. Today, a billboard will go up on Florence Boulevard with a large 48-foot image of these small butts to create awareness and action. The billboard is sponsored by the Florence Gas & Water Department.

The campaign will be promoted through our social media channels. In addition, cigarette butt receptacles will be added around City buildings. City departments are teaming up to pick up cigarette butts and litter from the surrounding roadways and city buildings. Mayor Holt has declared it “City Employee Clean Up Week!” All citizens are encouraged to join our clean up week, and spend a few minutes this week cleaning up around their place of business, organizations, and roadways.

Cigarette filters are full of toxins and those chemicals can leach into the ground and waterways. They need to be disposed of properly. Please join in the effort to help keep Florence Clean and Beautiful.

“No Butts About this Litter!” - Billboard Graphic

