



Milwaukee Downtown, Business Improvement District #21  
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## **Milwaukee Downtown, BID #21 and Keep Greater Milwaukee Beautiful tackle cigarette butt litter**

*Cigarette Litter Prevention Program to Launch Locally Tomorrow*

MILWAUKEE, Wis. (June 21, 2010) – Effective July 5, 2010, Wisconsin will go smoke-free. By definition, this means all workplaces, restaurants and bars will be 100% smoke-free. In light of the change in legislation, Milwaukee Downtown, BID #21 and Keep Greater Milwaukee Beautiful are partaking in a national program, the Keep America Beautiful® *Cigarette Litter Prevention Program*, to reduce the impact of cigarette butt litter in downtown Milwaukee.

Cigarette butts are the most-littered item in America, representing nearly 30 percent of all items documented in nationwide clean-up initiatives. Beginning Tues., June 22, Milwaukee Downtown, BID #21 and Keep Greater Milwaukee Beautiful will roll out a campaign to educate smokers to take responsibility for their butts.

Like the Keep America Beautiful prevention program, four proven approaches will be integrated into the local campaign: encourage enforcement of litter laws that include cigarette litter; raise awareness about the issue using public service messages; assess the number of ash receptacles at transition points such as entrances to public buildings; and distribute pocket ashtrays to adult smokers. In 2008, nearly 200 communities reported an average 46% reduction in littered butts as a result of implementing the program.

“The cigarette litter prevention program has been proven effective. Simple actions like installing ash receptacles and distributing pocket ashtrays have made a big difference in decreasing litter and ultimately keeping communities beautiful,” said Beth Nicols, executive director of Milwaukee Downtown, BID #21. “This is not an anti-smoking campaign, but rather a campaign to educate smokers to take responsibility for their butts. By raising awareness, we expect similar reductions here in downtown Milwaukee.”

An initial scan has been conducted by Milwaukee Downtown’s Clean Sweep Ambassadors in the area bounded by N. 2<sup>nd</sup> and N. 4<sup>th</sup> streets to W. Michigan and W. Wells streets. Cigarette butt litter in this sample area will be monitored throughout the campaign. A final scan will be conducted in early August to track and evaluate the success of the program.

Partially smoked cigarettes, matches, disposable lighters, packaging and cigarette butts are all part of a growing national litter problem. When these items end up on the ground and not in a receptacle, it is considered litter and in violation of Municipal Ordinances, sections 79-11 & 79-12. These litter laws are enforceable and carry penalties. The local campaign aims to educate smokers on these laws.

MORE

### ***Milwaukee tackles cigarette butt litter/ADD ONE***

The Keep America Beautiful *Cigarette Litter Prevention Program's* strategic approach involves all stakeholders in the cigarette litter problem, including businesses, law enforcement, local governments, community organizations and, importantly, smokers themselves. Mayors and community leaders nationwide have been increasingly seeking solutions to the litter issue.

National nonprofit Keep America Beautiful has field-tested and expanded the *Cigarette Litter Prevention Program* for the last six years with support from Philip Morris USA, an Altria company.

Information about starting and maintaining a Cigarette Litter Prevention program can be found in the online "Guide to Cigarette Litter Prevention." The Guide can be accessed through Keep America Beautiful's website [www.kab.org](http://www.kab.org) or directly at [www.preventcigarettelitter.org](http://www.preventcigarettelitter.org).

#### ***About Milwaukee Downtown, BID #21***

Milwaukee Downtown, BID #21 is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 120 square blocks representing approximately 400 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly downtown. For more information, visit [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com) or call 414.220.4700.

#### ***About Keep America Beautiful, Inc.***

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of nearly 1,000 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.kab.org](http://www.kab.org).

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