



PACIFICABEACHCOALITION.ORG

Pacifica Beach Coalition

A project of Pacifica's Environmental Family

Tobacco Litter Reduction Education Initiative

Why It Matters

Cigarette butts — also known as tobacco litter — continue to be the #1 item polluting our coastline. Over 145,000+ butts have been collected in Pacifica during cleanups from our beaches, bike trails, sidewalks, curbs, streets, parking lots, roads and highways during Coastal Cleanup Days from 2005-2012. Butts contain heavy metals and organic compounds that create toxicity in the environment and can become marine debris. They contaminate our waterways, impact water quality, threaten shorebirds and marine life mistaking butts as food, endanger our pets and our children who play on our beaches, and affect the overall health of our creeks and ocean.

After launching the Tobacco Litter Reduction Education Initiative during the 10th Anniversary of Earth Day of Action in April 2014, the Pacifica Beach Coalition will continue our campaign with an even greater focus on the issue of butt litter in our environment in 2015.

The initiative will increase awareness to reduce tobacco litter continuing to pollute our beaches and coastline. It will supplement the City of Pacifica's "Smoke-Free Beaches" (smoking ban on Linda Mar, Rockaway, Sharp Park, Esplanade beaches and Pacifica's Pier) by working with partners to install butt collection receptacles at sites determined to be in highest need throughout Pacifica. The receptacles are specifically designed to collect butt litter, allow monitoring, and promote proper disposal for a cleaner coastal environment.



Butt litter collection receptacles are a proven pollution prevention tool, and have successfully reduced cigarette litter by an average of 70% in locations where installed throughout California. They offer a visible attractive way to collect the #1 form of pollution, and educate about the harmful impacts of cigarette butts discarded in our environment. The eye-catching stainless steel boxes designed to dispose tobacco litter. They are manufactured locally by Mitch Reid of Pacifica. Each receptacle holds up to 600 cigarette butts. For more info, visit: <http://www.pacificabeachcoalition.org/litter-reduction>

Help Us Reach Our \$3,500 Goal

- Receptacle Sponsor: \$500 or more
- I Love a Clean Pacifica Sponsor: \$250
- Butt Buster Sponsor: \$100

Make a convenient secure donation directly online at

<http://www.pacificabeachcoalition.org/baittank-litter-reduction>

Contributions to the Tobacco Litter Reduction Education Initiative support increasing awareness and building partnerships throughout the city to reduce cigarette butt litter which includes: 10 butt litter collection receptacles to be installed in areas with the greatest need; volunteer recruitment and coordination for beach, creek, neighborhood, Green Team and 911 Clean Ups; monthly monitoring and maintenance; clean up supplies; public education materials, and data collection and evaluation.

Contributors receive acknowledgement in promotions related to the Initiative (i.e., PBC website - home and dedicated pages, PBC e-News, PBC Facebook page), and/or print promotions throughout the year. Plus, special recognition during Earth Day of Action & EcoFest on Saturday, April 18, 2015 if contribution made before April 1st.

Questions? Email us @ pickituppacifica@gmail.com.