

MEDIA RELEASE

18 December 2007



PLEASE BUTT IT, THEN BIN IT®

NEW SOUTH WALES HAS A BIG BUTT PROBLEM!!!

Cigarette butts are Australia's number one litter item and NSW is higher than the national average with cigarette butts accounting for 51% of all litter items.

Peter McLean, Chief Executive Officer for Keep Australia Beautiful NSW said, "We want to make it clear that cigarette butts are litter and that all smokers need to responsibly dispose of their cigarette butts.

"Although cigarette butts are only small, they are still a litter! The New South Wales population will smoke approximately 280 million cigarettes over the two week festive period, of these cigarettes, approximately 12.5 million will be littered and end up in our beautiful waterways and beaches. Legislation banning smoking in licensed premises from July 2007 is expected to aggravate the butt litter problem.

"As a stakeholder leader, Keep Australia beautiful NSW is working with Imperial Tobacco Australia Ltd to combat this problem and over the festive season, 52 hotels and pubs will be participating in butt littering reduction campaign. These hotels have voluntarily agreed to display campaign materials including posters, coasters, stickers and distribute personal ashtrays.

"We need to offer smokers an alternative to littering, that's why we will be distributing 12500 personal ashtrays over Christmas. For those smokers who continue littering, they are warned that on the spot fines of up to \$375 can be issued by authorised public officers." Peter McLean said.

Keep Australia Beautiful NSW was established in 1975 and one of their constitutional goals is to reduce litter. This project was initiated after the National Litter Index revealed that cigarette butts are still Australia's number one litter item.

For further media information, please contact:

Peter McLean, Chief Executive Officer, Keep Australia Beautiful NSW on 0416 227 158 or Emily Doyle, Programs Coordinator on 02 9633 3380 or 0409 463 227

Please Note:

This media release has been distributed to those areas where pubs and hotels are participating, for a list of participants please contact Keep Australia Beautiful NSW. We will be collecting pre and post project information and releasing the results of this campaign in January. Further results will be available in the National Litter Index 07/08 report to be released in August 2008. Current results can be viewed at www.kab.org.au under the National Litter Index logo.