NEWS RELEASE

For immediate release

{date}

**Cigarette butts – a blight on Scotland’s streets** says {Your organisation’s name}

Walk through any town or city in Scotland and, chances are, you’re never far from a discarded cigarette butt.

This all adds up to a litter problem that’s dirty, unsightly and riddled with harmful chemicals. It’s also a problem that burns through the public pocket, as streets are cleaned up only to be littered again.

The figures show the scale of the problem, with around half of Scotland’s streets affected by smoking-related litter(butts, matches and packaging). In our towns and cities, this figure rises to almost 75%.

There are also other impacts that the numbers don’t reflect. For example, cigarette butts leak toxins into our rivers and seas. Cigarette filters, which can take up to 12 years to decompose, have also been found in the stomachs of creatures who mistake them for food, including fish, birds and whales.

{insert quote from organisation here} ‘Scotland is a beautiful country and everyone has a responsibility to keep it litter free. Like all litter, cigarette butts impact on our quality of life, on our environment and wildlife – and they cost a packet to clean up.

Littering cigarette ends is also a crime – if you’re caught dropping your butt in {insert area in which organisation operates} you could end up with an £80 fine’.

So, what’s the right thing to do?

* Use the bins. If there is no ashtray facility then just ensure your cigarette end is fully out before putting it in the bin.
* Carry a portable ashtray with you for when there are no bins available. {insert info here if organisation provides portable ashtrays}
* If you’re a business – provide ashtrays for your staff and customers and encourage them to use them.