



# Surfrider Foundation San Diego County Chapter

9883 Pacific Heights Blvd, Suite D  
San Diego, CA 92121  
Phone: (858) 622-9661 Fax: (858) 622-9961

*Dedicated to the protection and enjoyment of our oceans, waves and beaches.*

## COMMUNITY ASHCAN SPONSORSHIP

### ***Hold On To Your Butt Campaign***

The Surfrider Foundation San Diego County Chapter's **Hold On To Your Butt** campaign aims to raise awareness about the environmental impact of cigarette butt litter on our oceans, waves and beaches. Our goal is to eliminate cigarette butt litter in San Diego County and beyond. Active since 2004, the **Hold On To Your Butt** campaign has installed about 160 ashcans in San Diego County, with a 65% reduction in cigarette butt litter in those areas.

### ***Environmental Impact of Cig Butts***

- 4.95 trillion cigarette butts are disposed of in our environment annually
- Cigarette butts leach toxins when wet, posing a threat to marine life
- Cigarette butts can take up to 25 years to decompose
- Cigarette butts pose a significant fire threat
- Litter clean up costs the U.S. over 11 billion annually

### ***A Surfrider Foundation Solution - Community Ashcans***

The attractive ashcans are affixed above the ground in high foot-traffic locations. Ashcans have reduced cigarette butt litter and improved the quality of business districts for residents and visitors. These durable outdoor receptacles provide measureable results of cleaner and healthier surroundings and environment.

## YOU CAN HELP BE PART OF THE SOLUTION:

### ***SPONSOR THE INSTALLATION OF COMMUNITY ASHCANS***

Your business or organization can sponsor *Community Ashcans* and immediately improve our communities. Your sponsorship will help reduce the impact of cigarette butt litter on our oceans, waves and beaches. You will be recognized on Surfrider Foundation's website and through other media outlets for your contribution to our community.

*Community Ashcans* are installed in locations approved by our local partners, who are responsible for maintenance and emptying the ashcans. Surfrider Foundation has already partnered with several San Diego communities in our efforts. However, the Surfrider Foundation intends to expand those partnerships and continue to reduce cigarette butt litter in our environment.



*The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches through a powerful activist network. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 250,000 supporters, activists and members worldwide. For an overview of the Surfrider Foundation San Diego Chapter's current campaigns, programs and initiatives go to [www.surfridersd.org](http://www.surfridersd.org) or contact us at [info@surfridersd.org](mailto:info@surfridersd.org) or (858) 622-9661.*



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*Please indicate below if you have a preferred ashcan:*

\_\_\_ We prefer the 24" dome covered stainless steel, cylindrical ashcans at \$150 each.



\_\_\_ We prefer the 18" dome covered stainless steel, cylindrical ashcans at \$125 each.

**Complete the Community Ashcan Sponsorship form and send to the Surfrider Foundation!**

Attached is our tax-exempt contribution for:

\_\_\_ \$125 for 1 ashcan  
\_\_\_ \$150 for 1 ashcan  
\_\_\_ \$ \_\_\_ for \_\_\_ ashcans

*Install Community Ash Cans in (check one):*

\_\_\_ Any approved jurisdiction or

\_\_\_ City Name or Location

\_\_\_\_\_  
Contact Person, Business or Organization

\_\_\_\_\_  
Street address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
E-mail address

**For more information visit us at [www.surfridersd.org](http://www.surfridersd.org) or email us at [hotyb@surfridersd.org](mailto:hotyb@surfridersd.org)**

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