



Community Ashcan Sponsorship Program

Surfrider Foundation San Diego's Hold On To Your Butt Program & I Love A Clean San Diego's Cigarette Litter Prevention Program aims to educate, raise awareness and reduce cigarette butt litter in San Diego County. We take a proactive approach in stopping the flow of cigarette butt litter from sidewalks to storm drains, and ultimately to our ocean, by affixing cigarette butt receptacles in heavy pedestrian areas. Approximately 200 ashcans have been installed since 2007, reducing cigarette butt litter by an average of 55% in communities from Barrio Logan to Oceanside.

Environmental Impact of Cigarette Butts

*Butts are the most littered item in the world, with an estimated 5 trillion are discarded each year. *Cigarette butts represent approximately 40% of the litter found at San Diego County beach cleanups. *Filters are made of cellulose acetate, a plastic, and can take countless years to biodegrade. *Cigarette butt filters are toxic waste. When wet, they leach toxins out posing a threat to marine life and freshwater fish.



Surfrider & ILACSD Solution

Attractive community ashcans are affixed to poles in heavy pedestrian areas. They reduce cigarette butt litter and improve the quality of business districts for residents and visitors. These durable outdoor receptacles provide measurable results by reducing cigarette butt litter.





Sponsor the Community

Installation Ashcans

of

Your business or Community
Your sponsorship
streets, beaches and ultimately, our ocean. You will be recognized through media outlets for your contribution to our community.

organization can sponsor
Ashcans and immediately improve our communities.
will help reduce the impact of cigarette butt litter on our

Community Ashcans are installed in locations approved by our local partners, who are responsible for maintenance and emptying the ashcans. We have already partnered with several San Diego communities in our efforts. However, we intend to expand those partnerships, develop new ones and continue to reduce cigarette butt litter in our environment.

ASHCAN SPONSORSHIP FORM

(A 19" stainless steel cylindrical ashcan at \$150 each)

_____ \$150 for _____ ashcans

- Attached is our tax-deductible contribution for: \$_____
- We have requested Surfrider email an invoice for: \$_____

Install _____ Community Ashcans at:

City Name or Location _____

Contact Person & Business/Organization _____

Phone Number _____

Email _____

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.

I Love A Clean San Diego is one of San Diego County's oldest and largest environmental education non-profit organizations. ILACSD's vision is a zero waste, litter free, and environmentally engaged San Diego region. ILACSD promotes awareness of environmental issues including resource conservation, waste reduction, recycling, community enhancement, and pollution prevention.