

18<sup>th</sup> May, 2007  
For immediate release

## M E D I A R E L E A S E

**WORLD NO TOBACCO DAY- 21<sup>ST</sup> MAY 2007**

### **BUTT OUT CIGARETTE LITTERING**

The dangers of smoking are not just to your health, but to the environment as well.

Seven billion cigarette butts are discarded each year in Australia, clogging up our parks, streets and storm drains polluting the environment we live in.

Renew NSW, a voluntary group who implement waste reduction programs across rural and regional NSW, have developed butt removal and prevention programs across the state.

In the Northern Inland areas of NSW, they have implemented a butt reduction program that involves distributing personal ashtrays and car litter bags at Driver Reviver sites. The program targets tourists who travel through the area and leave unwanted waste in their wake.

Renew NSW have distributed 1000 personal ashtray and 1000 butt bins across the Central and West of NSW.

This contributes further to the successful 'Butt Free Mitchell and Newell Highways' education program and TV campaign run by Netwaste in partnership with the Butt Littering Trust.

And in the Wakool Shire in the Central Murray district a strong educational campaign has been rolled out in order to stamp out cigarette butt littering.

Across these programs Renew NSW are making positive steps to the reduction cigarette butt littering and the improvement of our waterways and surrounding environment.

For more information on Renew and their other projects visit [www.renewnsw.com.au](http://www.renewnsw.com.au).

**For any media enquires please contact Lyndelle Morgan at  
Niche Product Marketing via [lyndelle@nichepm.com.au](mailto:lyndelle@nichepm.com.au) or on (02) 9331 6662**