

Duluth selected for expansion of Cigarette Litter Prevention Program

Duluth is again looking to kick butt! The Greater Downtown Council has received two grants to expand a cigarette litter prevention program organized by “Keep America Beautiful.”

KAB, a national, nonprofit public education and community improvement organization recently selected Downtown Duluth to expand its successful program from 2006. In 2006, cigarette litter was reduced by 30% in a pilot project area of First Street thanks to combined efforts of educating the public that cigarette butts are litter too, as well as adding ash receptacles and offering pocket ashtrays.

The program will be launched tomorrow (Tuesday, June 24th) when members of the Duluth Downtown Waterfront District Clean & Safe Team will gather to conduct an inventory of cigarette butts along South Lake Avenue in Canal Park, as well as along Superior Street in the Old Downtown. Businesses throughout the downtown will be encouraged to purchase ash receptacles and the GDC will provide matching dollars thanks to the grant. In addition, pocket ashtrays will be distributed to adult smokers next month and a public education program will be unveiled soon.

“This is about keeping the streets and sidewalks of our Downtown Waterfront clean, as well as protecting our greatest natural resource,” said Kristi Stokes, President of the Greater Downtown Council. “We are located on the greatest of the Great Lakes and it’s important that we all do our part to prevent such pollution from getting into our storm water and eventually into Lake Superior.”

Not only is Downtown Duluth expanding its program, but another business district is also joining in on the cause. Lincoln Park has been awarded a grant as well to take on the campaign against cigarette butt litter.

Please join us:

Tuesday, June 24, 2008

9:30AM

South Lake Avenue, Canal Park (between Sutphin and Buchanan Streets)

Look for Team members in bright safety green shirts!